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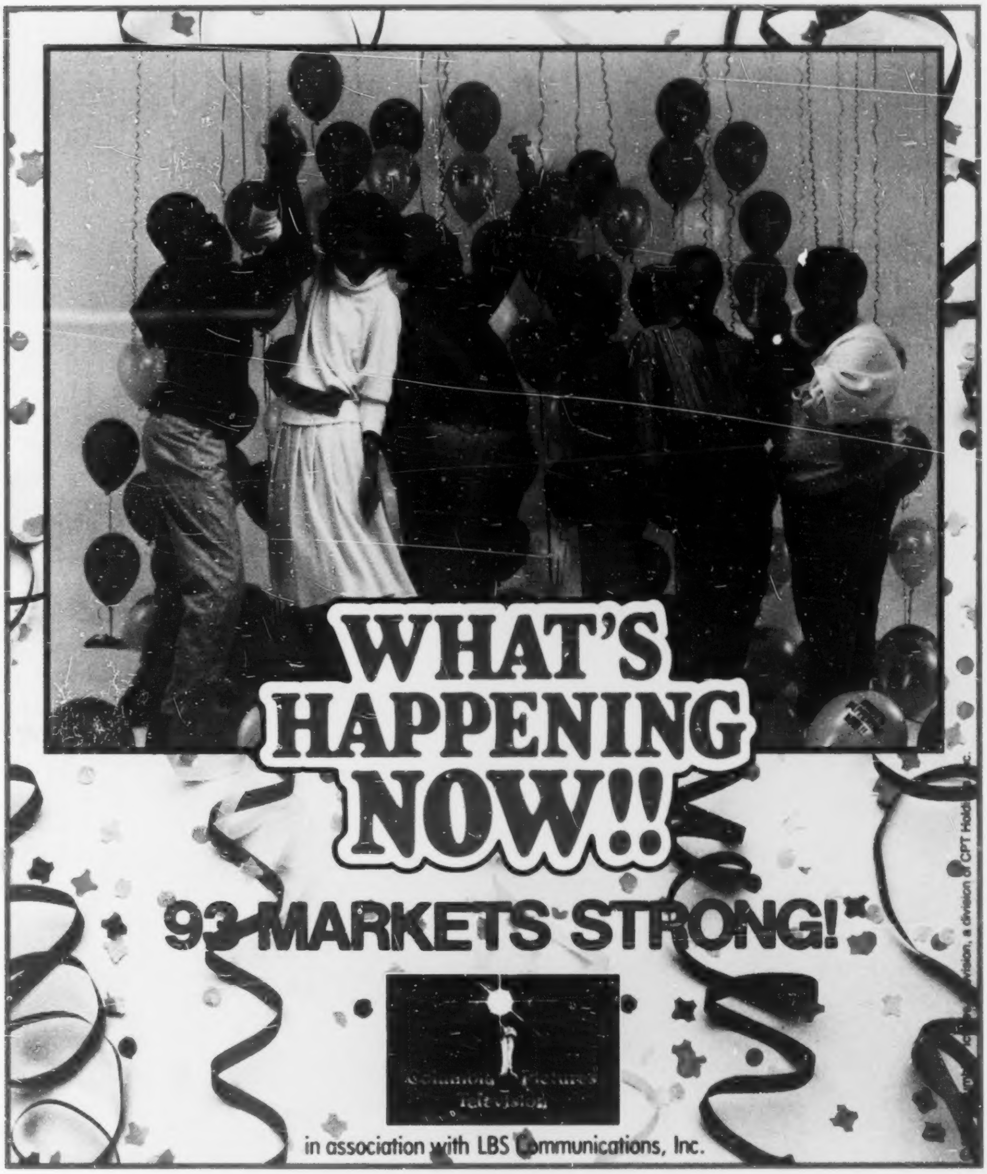
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 4


WHAT'S HAPPENING NOW!!
93 MARKETS STRONG!
Columbia Pictures Television
in association with LBS Communications, Inc.
Columbia Pictures Television, a division of CPT Holdings, Inc.

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55th Year 1985

Small craft warnings on Sixth Avenue

Vol. 109 No. 19

Broadcasting ☐ Nov 4

Attention focused on state of CBS
Children's television commands center stage
Coverage from SMPTE

NETWORK TURMOIL ☐ Soft economy, layoffs and Hewitt's suggestion to buy news division among factors clouding CBS picture. **PAGE 27.**

UNDER FIRE ☐ Children's television gets full airing on Capitol Hill and in field hearings. **PAGE 30.**

ENGINEERING SHOW ☐ Hundreds of papers and exhibitors highlight SMPTE convention. **PAGE 33.**

TURNING IT OVER ☐ FCC says it will give cities jurisdiction over requiring cable operators to maintain broadcast signal quality. **PAGE 34.**

SET FOR LAUNCH ☐ Jeffrey Reiss announces that his PPV service, Request Television, will begin operation on Nov. 28. **PAGE 38.**

BASEBALL WINNER ☐ World Series lifts ABC to its first prime time season victory. **PAGE 42.**

MORE COMPETITION ☐ Children's animated programing is not only the province of the networks, as syndicators take their position in that marketplace. **PAGE 44.**

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FOWLER PROLOGUE ☐ FCC chairman tells Broadcast Financial Management audience that he has accomplished most of what he set out to do. **PAGE 48.**

BARTER STUDY ☐ INTV and SRA out to examine barter's effect on the marketplace. **PAGE 48.**

FULL SPEED AHEAD ☐ Networks continue to move toward implementing satellite news feeds for affiliates. **PAGE 60.**

DOWN TO FIVE ☐ Principal parties at UPI to meet this week on five final bidders for the company. **PAGE 60.**

RULES PUSH ☐ Senate Rules Committee votes for allowing full radio and test television coverage of Senate. **PAGE 62.**

WASHINGTON RALLY ☐ Home satellite industry representatives hold rally in Washington where number of senators and representatives address group whose chief concern is cable's scrambling plans. **PAGE 66.**

WARC RETROSPECTIVE ☐ Some of the parties involved in the international space planning conference review what was and was not accomplished in Geneva. **PAGE 70.**

SENDING IT BACK ☐ Appeals court sends license renewal case back to the FCC. **PAGE 72.**

POLE APPEAL ☐ FCC, NCTA and two cable companies ask appeals court to review pole attachment-fee decision. **PAGE 72.**

HALF-INCH REQUEST ☐ ABC's Barnathan asks Sony and Matsushita to negotiate on single standard for half-inch newsgathering equipment. **PAGE 75.**

RENAISSANCE MAN ☐ Communications attorney Bernard Koteen is known for his eclectic tastes and the high energy level he brings to both his vocation and his avocations. **PAGE 95.**

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prises, including Columbia Pictures, Lorimar, MGM/UA, New World Pictures, Paramount, 20th Century Fox, Universal, Walt Disney and Warner Bros. Those deals are not, Reiss emphasized, license agreements. Licensing is to be negotiated directly between the film companies and each cable system, which is how PPV has worked so far. Reiss said that by keeping that relationship status quo in the age of satellite PPV, studios and cable systems could continue to draw the revenue splits they've been accustomed to, which have been tied to the performance of individual films (but usually have fallen in the 50%-range for each party).

The nine studios will share transponder time on a rotating basis with each company receiving half a week to exhibit films every five weeks. At that rate it is estimated that subscribers will have access to between 120 and 150 films annually via Request. In the first few months of operation, such films as "Bedknobs and Broomsticks" (Disney), "Brewster's Millions" (Universal), "Godzilla 1985" (New World), "Police Academy 2" (Warner), "View to Kill" (MGM/UA), "White Christmas" (Paramount), "Beverly Hills Cop" (Paramount) and "St. Elmo's Fire" (Columbia) will be exhibited via Request.

Among the initial cable affiliates are Cablevision Service Co. (Exeter, N.H.), Centel Cable (Lima, Ohio, and Richmond, Ky.), Daniels (Baton Rouge), Gill Cable (San Jose, Calif.), Heritage Communications (Bartlett, Collierville, Lakeland and Germantown, all Tennessee); and Telescripps Cable (Chamblee, Ga.). Currently, said Reiss, systems with a combined subscriber

World Series gives ABC week's ratings edge

ABC captured its first prime time victory of the 1985-86 season, propelled by the final five games of a World Series in which the Kansas City Royals overcame a 3-1 lead by the St. Louis Cardinals in the seven-game series. The seventh game, an 11-0 blowout by Kansas City, was the highest-rated program of the week, knocking *The Cosby Show* out of the top spot for the first time this season.

For the week of Oct. 21-27, ABC had a 22.2 average rating and a 34 average share based on Nielsen's National Television Index. NBC had a 16.3/25 and CBS a 16.1/25. ABC's victory came by the widest margain scored by any network this season. It was also the season's highest-rated weekly win. All five of the week's World Series games ranked in the top 10. CBS had three top-10 shows, while NBC had two.

World Series broadcasts dominated every half-hour of their broadcasts, with the exception of 8-9 p.m. on Thursday, during which *Cosby* (29/43), and *Family Ties* (26.7/39) prevailed for NBC. CBS and NBC ran their regular schedules opposite the five nights of baseball on ABC.

The seven-game average for the series was 25.3/39, making it the most highly rated series since 1982. Along with its five nightly wins, ABC took Monday (a night off for the series) as its Monday Night Football, at 9-12:27, reported its highest ratings this season. The Chicago Bears victory over the Green Bay Packers also tied for 11th place among the week's 66 programs.

In season-to-date ratings, NBC now has an 18.1/28, CBS a 16.9/26, and ABC a 16.4/26. According to NBC, this season's ratings represent an average 8% improvement over last season for ABC, a 5% improvement for NBC and a 1% improvement for CBS. NBC also said that its ratings are not up dramatically because it carried the World Series last year.

HUT (homes using television) and combined network ratings and shares were both up. The World Series was played a week earlier last year. Compared to the same week last year, when HUT's were 62.2, they rose 4% to 64.7. Rating were up 14%, to 54.6, compared to 47.7 last year, and shares were up 10%, to 84.3, compared to 76.6 last year.

■ On Monday, a night off for World Series play, ABC dominated 9-11 p.m., winning every half-hour with *Monday Night Football.* CBS took 8-8:30 with the first half of *Scarecrow and Mrs. King* (19.1/29), but ABC took 8:30-9 with the second half of a *MacGyver* special (14.3/22). At 9-11 the NBC Monday Night Movie, *Love on the Run,* scored a 15.4/23. CBS placed second for the night.

■ Game three of the World Series on Tuesday scored a 25.4/38 to rank fourth for the week and give ABC the night. Its pre-game lead-in got a 15.8/26. The 8-9 slot went to CBS with *Daffy Duck Special* (13.4/20), the first in a series of replacements for the canceled *Hometown.* The NBC regular schedule of *A-Team* (19.8/30), *Riptide* (16.9/24) and *Remington Steele* (15.2/23) ranked second for the night.

■ Game four of the World Series (24.7/38) was the sixth-ranked program of the week. NBC's regular schedule of *Highway to Heaven* (18.9/29), *Helltown* (16.3/24) and *St. Elsewhere* (16.3/26) brought that network second place. CBS's Wednesday night schedule ranked third for the night.

■ In addition to winning 8-9 p.m. opposite the fifth-ranked fifth game of the World Series (24.9/38), NBC was a strong second during Thursday's second prime-time hour with its comedy block of 13th-ranked *Cheers* (20.8/30) and 22d-ranked *Night Court* (18.3/26). *Knots Landing* on CBS was second at 10-11. ABC won the night, and NBC came in second.

■ CBS took Friday night with a strong performance from its regular schedule, including the eighth-ranked *Dallas* (22.7/37). CBS's *Twilight Zone* (14.5/25) captured both half-hours of the 8-9 time period. At 10-11, 15th-ranked *Miami Vice* (19.8/34) beat its closest competitor, CBS's *Falcon Crest* (17.9/30). NBC placed second for the night.

■ Saturday's sixth game of the World Series was the lowest rated of the week's games at 24.2/41, but still managed to come in seventh for the week and give ABC the evening. NBC's schedule, featuring the 21st-ranked *Golden Girls* (18.6/31), ranked second for the night.

■ Despite ABC's domination of Sunday, with the seventh and final game of the World Series, CBS's *60 Minutes* (22.3/33) and *Murder, She Wrote* (21.1/29) ranked ninth and 10th, respectively. CBS ranked second on the whole for the night, and NBC was third.

Rank	Show	Network	Rating/Share
1.	Baseball, World Series #7	ABC	32.6/47
2.	The Cosby Show	NBC	29.0/43
3.	Family Ties	NBC	26.7/39
4.	Baseball, World Series #3	ABC	25.4/38
5.	Baseball, World Series #5	ABC	24.9/38
6.	Baseball, World Series #4	ABC	24.8/38
7.	Baseball, World Series #6	ABC	24.2/41
8.	Dallas	CBS	22.7/37
9.	60 Minutes	CBS	22.3/33
10.	Murder, She Wrote	CBS	21.1/29
11.	Football, Green Bay-Chicago	ABC	21.0/35
12.	Kate & Allie	CBS	21.0/31
13.	Cheers	NBC	20.9/30
14.	Newhart	CBS	20.2/29
15.	Miami Vice	NBC	19.8/34
16.	A Team	NBC	19.8/30
17.	Scarecrow & Mrs. King	CBS	19.1/29
18.	Knots Landing	CBS	18.9/29
19.	Highway to Heaven	NBC	18.9/29
20.	World Series Pregame #7	ABC	18.9/28
21.	Golden Girls	NBC	18.6/31
22.	Night Court	NBC	18.3/26
23.	Simon & Simon	CBS	18.1/26
24.	Falcon Crest	CBS	17.9/30
25.	Crime of Innocence	NBC	17.2/26
26.	Crazy Like A Fox	CBS	17.2/25
27.	Hill Street Blues	NBC	17.0/26
28.	Riptide	NBC	16.9/24
29.	Cagney & Lacey	CBS	16.8/27
30.	Picking Up Pieces	CBS	16.8/25
31.	227	NBC	16.5/27
32.	Facts of Life	NBC	16.4/28
33.	St. Elsewhere	NBC	16.3/26
34.	Hell Town	NBC	16.3/24
35.	World Series Pregame #4	ABC	16.0/27
36.	World Series Pregame #3	ABC	15.8/26
37.	Love on the Run	NBC	15.4/23
38.	Remington Steele	NBC	15.2/23
39.	Gimme a Break	NBC	14.9/27
40.	Twilight Zone	CBS	14.5/25
41.	Amazing Stories	NBC	14.4/20
42.	Alfred Hitchcock Presents	NBC	14.4/20
43.	McGyver	ABC	14.3/22
44.	Magnum, P.I.	CBS	14.2/21
45.	World Series Pregame #6	ABC	13.6/27
46.	World Series Pregame #5	ABC	13.5/22
47.	Ripley's Believe It Or Not	ABC	13.5/21
48.	Daffy Duck Special	CBS	13.4/20
49.	Hunter	NBC	13.2/22
50.	Trapper John, M.D.	CBS	13.2/21
51.	Equalizer	CBS	12.9/21
52.	Mr. Belvedere	ABC	12.8/22
53.	Webster	ABC	12.7/22
54.	Misfits of Science	NBC	12.6/20
55.	Children of the Night	CBS	12.4/21
56.	Knight Rider	NBC	12.0/21
57.	Diff'rent Strokes	ABC	11.5/19
58.	Charlie & Company	CBS	11.5/17
59.	Silver Spoons	NBC	11.4/17
60.	Benson	ABC	11.2/18
61.	George Burns Comedy Week	CBS	11.1/17
62.	Airwolf	CBS	11.0/19
63.	American Almanac	NBC	10.8/16
64.	Stir Crazy	CBS	10.6/16
65.	Spenser: For Hire	ABC	9.0/15
66.	Punky Brewster	NBC	8.9/14

*indicates premiere episode

universe of about three million addressable homes offer PPV programing either on a regular or occasional basis. According to an estimate by Paul Kagan & Associates, he said, the universe of addressable cable homes will grow from nine million this year to more than 24 million in 1990 and more than 40 million by 1995. PPV revenues have been projected to grow during the same period from $35 million to close to $1.9 billion. Reiss believes Request's affiliate universe will grow from the current 110,000 to perhaps a million or more within the next year. If things go according to plan, he said, Request may make a profit in its first year of operation.

Reiss said last week that he is the principal owner of Request, but there are a number of minority partners who have invested in the venture, including his father-in-law, television and movie executive, Norman Lear. Other minority partners in Request include Bill Daniels of Daniels & Associates; Paul Kagan; Jerry Maglio, executive vice president, Daniels; Washington attorney Jay Ricks; Robert Rosencrans, president of cable system operator Columbia International Inc.; Daniels Vice Chairman John Saeman, and former National Cable Television Association President Tom Wheeler, now a media consultant. In addition to his investment in Request, Wheeler has played a major consulting role in getting the service up and running.

Reiss was the founding president of Showtime and later the Cable Health Network which was subsequently merged into Lifetime. At a press conference in New York last week, he said that Request would be marketed to backyard dish owners and that cable affiliates would be given the opportunity to market the PPV service to dish owners in their franchise areas. He said Request will also offer marketing support to affiliates in the form of such materials as 30- and 60-second promotional spots (to be delivered by satellite), bill stuffers, ad slicks and guide listings. Retail pricing will be up to the operators to decide, he said, but estimated that the average film will cost the subscriber between $3 and $5. □

New kids in the animation blocks

Syndicated cartoons take chunk of advertising revenues that networks monopolized

Syndicated animation has been taking a bite out of children's programing advertising revenue that the three television networks have traditionally had largely to themselves. The increase in the number of shows like *Thundercats* and *He-Man* is contributing to flat or marginally increased prices for advertising in the networks' Saturday morning schedules, even though many of the new programs are appearing on independents during weekday early fringe times. (Part of the networks' problems in the fourth-quarter scatter market [BROADCASTING, Oct. 14] can be attributed to animated syndicated shows filling their availabilities early with business that otherwise might have gone to the accustomed blocks of network children's shows.)

There are 19 syndicated animation shows on the market (see box, below) and more competition is on the way. Telepictures has announced that its *Comic Strip*, a two-and-a-half-hour animation block, will debut in 1987 (BROADCASTING, Oct. 7). And LBS Communications said it will premiere a 90-minute animated block for weekends next April. The project, *Kideo TV*, will be produced by DIC Enterprises in association with Mattel. Worldvision already sells the 90-minute *Funtastic World of Hanna-Barbera* for Sunday mornings. In addition to traditional weekend fare, a number of syndicators are said to have afternoon strips in the works, despite projections that the syndicated marketplace will thin out.

The true effect of all this new competition on the networks' Saturday-morning schedules is not yet fully understood.

At ABC, Squire Rushnell, vice president for long-range planning and children's entertainment, sees creative pressures.

"From a creative point of view," he said, producers of syndicated children's shows have created an overload of orders of shows from animation houses. "The same studios are taxed to the hilt [in their capacity to produce programing]," said Rushnell. (A half-hour of animated programing currently costs anywhere from $225,000 to $300,000 to produce.) Judy Price, vice president for children's programing at CBS, said the increase in demand on animation houses might help to upgrade the quality of that product.

But Price sought to differentiate the animation found on the networks and in the syndication market, saying network standards were higher. "I'm concerned that we're lumped with the syndicated shows. They tend to operate without the same sense of purpose," she said, adding that the syndicated shows contain "more violence and more product orientation."

ABC's Rushnell also mentioned that aspect of syndicated animation at a Center for Communication seminar on children's programing. Syndication "paints the [children's programing] industry in a bad light," often resulting in the networks being blamed for its mistakes, he said. "The rough part of that is that the networks are really the place where you're going to find the most quality."

In a way, the standards upheld by networks for children's animated programing and the advertising appearing in it have helped the syndication market to develop, authorities concede. Advertising executives said that it was not uncommon for advertisers to skirt network standards departments by going to syndication first. Kaki Holt, director of advertiser sales at Worldvision, said there is "no question that network standards are supporting syndication."

In addition to quality, another concern of Rushnell's is network viewership. If audience levels erode, advertisers may shift more spending to syndication programs. (That supposition is borne out in conversations with advertising agency executives who say they are recommending buys in both syndicated and network programing.)

But syndication is not necessarily the primary explanation for the slide in network ratings, according to NBC research. Gerry Jaffe, vice president for research at NBC, said Saturday rating declines are only a part of the overall network rating decline. "It's the same syndrome that has affected all dayparts," he said. For the 1969-70 season, the combined three-network Saturday-morning

First-run advertiser-supported syndicated children's shows

Show	Dist/Prod	Markets/% of U.S. homes	Episodes/runs	Barter terms: local/national
Thundercats	Telepictures/Rankin-Bass	110/85%	65x12	3.5/2.5 and 4/2 in 4th quarter
G.I. Joe	Tribune/Claster	104/87%	65x8-12	4/2
Fat Albert	Group W Prods/Filmation	61/68%	65 x unlimited	5/1 (cash +, until fall '86, then cash)
She-Ra, Princess of Power	Group W Prods/Filmation	120/84%	65x8	4/2
He-Man and the Masters of the Universe	Group W Prods/Filmation	111/81%	65 x unlimited runs over fours	5/1 (cash plus)
M.A.S.K.	LBS Commun/DIC Audiovisuel	80/80%	65x4	5/1 (cash plus)
Inspector Gadget	LBS Commun/DIC Audiovisuel	100/80%	86x3	4/2
Heathcliff	LBS Commun/DIC Audiovisuel	75/75%	65x4	5/1 (cash plus)
Superfriends	LBS Commun/Hanna-Barbera	100/76%	110	Time banking
The Funtastic World of Hanna-Barbera	Worldvision/Hanna-Barbera	91/76%	17x3	12/6
Jetsons	Worldvision/Hanna-Barbera	87/78%	65x4	4/2
Jayce and the Wheeled Warriors	SFM/DIC Audiovisuel	87/80%	65x8	4/2
Tranzor Z	TEN/3B	58/NA	65 x various	4/2
Gobots	Television Pgm Ent/Hanna-Barbera	106/80%	65x8	4/2
The Transformers	Claster/Claster	139/91%	65x8	5/1 (cash plus)
Voltron	World Events/World Events	75/76%	125xunlimited	5/1 (cash plus)
Terrahawks	Syndicast/PTE-Anderson Burr	70/60%	39x1	3.5/2.5
Robotech	Harmony Gold/Harmony Gold	93/82%	85xnegotiable	4/2 (cash or barter)
Kids Incorporated	MGM-UA/Lynch Biller-Hal Roach	123/85%	26x2	3.5/2.5

ABC's Ewoks

CBS's Muppets

NBC's Smurfs

ratings/shares were 18.7/89; for the 1984-85 season, combined ratings/shares were 14.5/57. NBC research also shows that the bulk of that decline has occurred since the 1978-79 season. Combined network ratings fell from 17.6 in that year to 16.6 in the 1979-80 season. For the five weeks of the season so far, NBC has a rating of 5.9, CBS 4.5 and ABC 4.0.

This year, syndication programing will gather an estimated $62.5 million to $65 million of the $250 million to $260 million total children's advertising billings, according to network executives.

The inroad in advertising revenue is reflected in the amount of programing syndicators now produce. According to an SSC&B report, while children's programing on the networks has expanded only slightly in the last 10 years (from 23 to 26 hours), "only 60% of children's programing is sold by the networks versus 100% before." The report goes on to say: "Because syndicated programs are able to carry more commercials, the tremendous expansion in the supply of commercial time has resulted in annual network CPM increases of less than 3% over the last two years."

But those restraints on cost-per-thousand "are not bad," according to Jerry Dominus, vice president of sales for the CBS Television Network. He said CBS has not been hurt significantly from what he said was nearly a doubling in advertising inventory.

Advertising agency executives said they have seen similar checks on rate increases at ABC and even NBC, which has been winning the Saturday morning audience since 1982. Saturday morning, like other network dayparts, suffered from slow movement in the fourth-quarter scatter market. According to NBC senior vice president for finance Donald Carswell, 93% of that network's Saturday morning is now sold for the fourth quarter. Compared to last year, this year's fourth-quarter sales were described as flat. An ABC spokesman said the network was approaching a sellout for its Saturday-morning schedule. CBS would not comment on the status of its fourth-quarter sales for the time period, but, according to one agency executive, inventory still existed for CBS and ABC. He said the networks were still experiencing slight problems with that daypart and that "decent deals" could still be struck.

In addition to increased inventory, advertising executives from agencies and syndication companies say the networks were hurt by changes in the timing of the selling season. Donald Stump, vice president for media sales at Telepictures, said a number of syndicators entered NATPE with animated projects that had gained enough clearances to be "firm go's." When advertising agency budgets were announced in mid-March, the syndicators who already had projects in hand had a jump on the networks which had not yet announced their schedules. "Everybody feels that the networks were kind of asleep at the switch," said Stump. "The networks announced their schedules and nothing happened for three or four weeks," he said. Syndicators earned many of the early buys, including those of toy advertisers. For example, Stump said, few availabilities exist among national minutes of Telepictures' *Thundercats*.

Dancer Fitzgerald Sample's Mel Conner confirmed that the early entry of syndicated shows in this year's market caused toy advertisers to buy there. Whereas other children's advertisers, such as cereals, have more flexibility as to when they place buys, toy advertisers tend to buy early for fear of being locked out of the market. Thus, he said, they went for the lower-priced syndicated vehicles that were on the market earlier.

At LBS Communications, distributor of the new first-run animated series *Mask*, Mike Weiden, vice president for advertising sales, said sales are up: "We sold considerably more than last year." And Weiden doesn't think the dearth of new programing will cause a shakeout. "The failure rate [in syndication] won't be worse than on the networks," he said. ☐

Saturday morning schedule on the three networks

	ABC	CBS	NBC
8-8:30	The Bugs Bunny/Looney Tunes Comedy Hour	The Berenstain Bears	Snorks
8:30-9		Wuzzles	Gummi Bears
9-9:30	Ewoks/Droids Adventure Hour	Jim Henson's Muppets, Babies and Monsters	Smurfs
9:30-10			
10-10:30	The Super Powers Team: Galactic Guardians	Hulk Hogan's Rock 'n' Wrestling	
10:30-11	The 13 Ghosts of Scooby Doo		Punky Brewster
11-11:30	Scooby's Mystery Funhouse	CBS Storybook	Alvin and the Chipmunks
11:30-12	The Littles	Dungeons & Dragons	Kidd Video
12-12:30	ABC Weekend Specials	Land of the Lost	Mr. T
12:30-1	American Bandstand	The Charlie Brown and Snoopy Show	Spiderman and His Amazing Friends
1-1:30		The Get Along Gang	
1:30-2		Pole Position	

Above times are approximate. ABC runs the five-minute *ABC Fun Fit* at 10:25 a.m. and 11:25 a.m. CBS runs *In the News* at 8:28 a.m., 8:58 a.m., 11:56 a.m., 12:26 p.m., 12:56 p.m. and 1:26 p.m. Open spaces in the schedule are not programed at the network level.

NPR launches 'Weekend Edition' over complaints from some members

New show seen as unnecessary by few who say all that's needed is expansion of current 'Morning Edition'

A new Saturday morning program "about the American weekend" was scheduled to debut on National Public Radio last Saturday (Nov. 2), to the chagrin of some NPR members who felt the noncommercial network should simply extend its successful weekday

SL to Madras, Ga. Action Oct. 10.

■ WXFM-FM (99.3 mhz) Mount Zion, Ill.—Granted app. to change ERP to 1.13 kw and change HAAT to 497 ft. Action Oct. 11.

■ WSTQ (97.7 mhz) Streator, Ill.—Granted app. to change HAAT to 328 ft. Action Oct. 11.

■ *KOJC (89.7 mhz) Cedar Rapids, Iowa—Dismissed app. to change TL; change ERP to .5 kw, and make changes in ant. sys. Action Oct. 15.

■ *WHCF (88.5 mhz) Bangor, Me.—Granted app. to change ERP to 100 kw and change HAAT to 1,603.92 ft. Action Oct. 11.

■ KLDN (92.7 mhz) Eldon, Mo.—Returned app. to change ERP to .825 kw; change HAAT to 568.2 ft., and change TL. Action Oct. 10.

■ WPNH-FM (100.1 mhz) Plymouth, N.H.—Dismissed app. to change ERP to 2.33 kw and change HAAT to 364 ft. Action Oct. 15.

■ WAWZ (99.1 mhz) Zarephath, N.J.—Granted app. to change ERP to 23.4 kw and change HAAT to 723 ft. Action Oct. 10.

■ WKSL (94.3 mhz) Greencastle, Pa.—Granted app. to change ERP to 2.49 kw. Action Oct. 15.

■ WWDL-FM (104.9 mhz) Scranton, Pa.—Granted app. to change ERP to .27 kw. Action Oct. 15.

■ *KJIC (89.3 mhz) Pasadena, Tex.—Returned app. to change freq. to 88.1 mhz. Action Oct. 15.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Dismissed app. to change TL and change HAAT to 1,635 ft. Action Oct. 15.

TV's

■ KTZO (ch. 20) San Francisco—Granted app. to change ERP to vis. 3,470 kw, aur. 347 kw and change HAAT to 1,550 ft. Action Oct. 16.

■ WJPR (ch. 21) Lynchburg, Va.—Granted app. to change ERP to vis. 4,986 kw, aur. 499 kw and change HAAT to 1,638 ft. Action Oct. 10.

In Contest

Review board made following decisions

■ Glendale, Ariz. (Arizona Number One Radio Inc., et al) FM proceeding. Scheduled oral argument for Nov. 8 on exceptions to initial decision of ALJ Joseph Chachkin granted app. of Lee Optical & Associated Companies & Retirement Pension Fund Trust for new FM at Peoria, Ariz., and denying competing apps. of Arizona Number One, Interstate Broadcasting System of Arizona Inc., Newmountain Broadcasting Corp., Compadres Communications Corp. and Diane M. Greenlee. Each party has 20 minutes for argument. Arizona, Interstate, Newmountain, Compadres and Greenlee may reserve part of their time for rebuttal. By letter, Oct. 11.

■ Sand Springs, Okla. (Music Sound Radio Inc., and Will-Can Communications Inc.) FM proceeding. Scheduled oral argument for Nov. 15 on exceptions to initial decision of ALJ John H. Conklin granted app. of Will-Can Communications Inc. for new FM at Sand Springs and denying competing app. of Music Sound Radio. Each party has 20 minutes for argument. Music Sound may reserve part of its time for rebuttal. By letter, Oct. 16.

General counsel made following decision

■ Rosenberg, Tex. (Pueblo Broadcasting Corp. and Texas 45 Broadcasting Inc.) TV proceeding. Granted request by Texas 45 and dismissed its app. with prejudice; granted app. of Pueblo Broadcasting for new TV station in Rosenberg, and terminated proceeding. By order, Oct. 16.

ALJ Joseph Chachkin made following decision

■ Conroe, Tex. (Jack Clarke III, et al) TV proceeding. Granted contingent motion for summary decision filed by San Jacinto Television Corp. and resoved air hazard issue in its favor. By order, Oct. 16.

ALJ John H. Conklin made following decision

■ Brehan and Giddings, Tex. (Bryan Industrial Electronics Inc. and Data Digital Communications) PLMS proceeding. Granted joint motion for leave to amend and settlement agreement and granted app. of Bryan Industrial for new two-way facilities at Brenhan; granted app. of Data for new two-way facilities at Giddings, and terminated proceeding. By order, Oct. 17.

ALJ Thomas B. Fitzpatrick made following decision

■ Long Beach, Wash. (Margaret Ann Cole & Robert Everett Cole and Leverrier Broadcasting Co.) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Leverrier Broadcasting with prejudice; granted app. of Margaret Ann Cole and Robert Everett Cole for new FM station at Long Beach, and terminated proceeding. By MO&O, Oct. 17.

ALJ John M. Frysiak made following decisions

■ Orlando, Fla. (Elim Broadcasting Inc., et al) TV proceeding. By separate orders: granted petition by Highland Communications Ltd. and enlarged issues against Marilynn J. Craig to determine whether Craig can effectuate proposed operation with proposed staff and granted motion filed by Reece Associates Ltd. to permit Reece to enlarge issues to seek specified programing oriented to needs of Black community. By MO&O's, Oct. 17 and Oct. 21, respectively.

ALJ Joseph P. Gonzalez made following decision

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Granted motion for summary deicison filed by Bay Area Broadcasting Ltd. and resolved financial qualifications issue in its favor. By MO&O, Oct. 16.

ALJ Edward J. Kuhlmann made following decision

■ Atlantic City (Radio Page Communications, et al) PLMS proceeding. Granted petition for summary decision and dismissed apps. of Ansering Service of Trenton Inc. for PLMS facilities at Stafford Township and Penns Grove; granted apps. of Radio Page for PLMS facilities at Atlantic City, Forked River and Penns Grove, all New Jersey, and terminated proceeding. By MO&O, Oct. 21.

ALJ Edward Luton made following decisions

■ Charlotte Amalie, V.I. (David A. Rawley Jr., et al) FM proceeding. By separate orders: granted motion filed by Third Angel Corp. and dismissed its app. with prejudice and granted motion for summary decision filed by Trans Caribbean Broadcasting Co. and resolved financial qualifications issue in its favor. By order and by MO&O respectively, Oct. 17.

Call Letters

Applications

Call	*Sought by*
	New FM's
*KWSF	Grace Through Faith Communications Inc., Fort Bragg, Calif
WBRR	Donald J. Fredeen, Bradford, Pa
	Existing AM
WHRQ	WLGM CRS Communications Inc., Lynchburg, Va
	Existing FM
WJTW	WAJP New Horizons Communications Inc., Joliet, Ill

Summary of broadcasting as of September 30, 1985

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Grants

Call	*Assigned to*
	New AM's
KBLA	Ball Broadcasting Co., Ball, La
KWSA	Western State Broadcasting Co., West Klamath, Ore
WHBE	Hercules Broadcasting Co., St. Andrews, S.C.
KJMD	Joan Maddox, Laneville, Tex
WWRS	Mayville-Horicon Radio Co., Mayville, Wis
	New FM's
KECA	Empire Communications Inc., Fairbanks, Alaska
KBBH	B & B Communications, Holbrook, Ariz
KSSB	Salton Seas Communications Co., Calipatria, Calif
KKLA	New Inspiration Broadcasting Co., Los Angeles
WCJX	Constance J. Wodlinger, Miramar, Fla
*KIEF	Idaho Educational Broadcasting Foundation, Boise, Idaho
WFXI	James Eugene Hodges, Washington, N.C.
*WYEF	Yorkshire Educational Broadcasting Foundation, Yorkshire, N.Y.
*KPAB	Pat Ann Silva Educational Broadcasting Foundation, Astoria, Ore
WSBP	Saluda Broadcasters, Saluda, S.C.
KATG	A. Tony Beltran, Hamilton, Tex
WPBB	Pisces Broadcasting, Romney, W.Va
*KHEF	Heritage Educational Foundation Wyoming, Buffalo, Wyo
	New TV's
KMCV	Matlock Communications Inc., Idaho Falls, Idaho
WIIB	Channel 63 Inc., Bloomington, Ind
*KOZJ	Ozarks Public Telecommunications Inc., Joplin, Mo
	Existing AM's
WAQI	WGBS Jefferson-Pilot Communications Inc., Miami
KKLC	KPAL Red River Broadcasting Corp., Pineville, La
WYCV	WKJK Freedom Broadcasting Corp., Granite Falls, N.C.
	Existing FM's
KHEZ	KLZC KDEZ Inc., Crookston, Minn
WESK	WESQ Argonaut Broadcasting Inc., Camden, Me
	Existing TV
WGBS-TV	WWSG-TV Channel 57 Corp., Philadelphia

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The Fifth Estate

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Broadcasting Nov 11

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Hard times for AM

High times for NBC

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Vol. 109 No. 20

Broadcasting Nov 11

Hard times for AM
NBC's strong fall start
Group W buys RKO's KHJ-TV Los Angeles

AM BLUES □ Radio's older band has fallen on tough times as listeners shift loyalties to FM. BROADCASTING probes the reasons why in a state-of-the-industry report. **PAGE 35.**

THERE TO STAY? □ NBC has an early lead in the new prime time season ratings, surprising some observers. Will the momentum continue? **PAGE 36.**

FREE MARKETPLACE □ NTIA report urges removal of cable's compulsory license. **PAGE 38.**

L.A. BUY □ Group W buys RKO's KHJ-TV for $313 million. RKO's WOR-TV also put on the block. **PAGE 39.**

GENDER PROTRAYAL □ National Commission on Working Women blasts new network schedules, saying progress in portrayal of women has slowed since last year. **PAGE 54.**

NUMBER FOUR □ NBC wins the prime time ratings race for the fourth time in six weeks. **PAGE 56.**

AWARD HONORS □ Gabriel and Communications Excellence to Black Audiences awards announced. **PAGE 62, 64.**

HDTV in L.A. □ High-definition television hot topic for discussion at SMPTE meeting in Los Angeles. **PAGE 70.**

MUST-CARRY STUDY □ NATPE member survey, sent to the FCC, finds that elimination of must-carry rules will hurt TV stations. **PAGE 74.**

SPACE COVERAGE □ Problems of higher insurance premiums in wake of satellite losses are discussed on Capitol Hill, but few feel government intervention is called for. **PAGE 76.**

WHO'S NEXT □ Many Fifth Estate companies have made moves to make it more difficult for unfriendly takeovers to occur. But Wall Street observers believe that interest remains strong in media companies. **PAGE 83.**

MURDOCH PAPERS □ Rupert Murdoch discloses his financing plans for purchase of Metromedia. **PAGE 85.**

SCRAMBLING UPDATE □ Cable operators appear to be winning both the battle and the war concerning scrambling. Home satellite industry is not happy. **PAGE 86.**

GOING ON □ NAB decides to continue participation in joint radio convention with NRBA. **PAGE 88.**

FRENCH FEED □ CBS nears closing of deal to bring *Evening News* to private French television channel. **PAGE 91.**

CLOSED SHUTTERS □ South Africa announces new press restrictions. **PAGE 91.**

PBS VISIONARY □ WTTW's William McCarter has helped build two of PBS's main production operations, which have contributed some of the most enduring and popular programing on public television. **PAGE 111.**

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nounces that the evening news feature highlights an employment issue—whether it's pension problems, sexual harassment or the effects of layoffs on last-hired workers—today that reporter is more likely to say that this issue just happens to affect women disproportionately."

This year's awards presentation also reflected a new category of awards—excellence in children's television. Among those receiving recognition were the Public Broadcasting Service's *3-2-1 Contact* and ABC's *The ABC After School Special*.

After presenting this season's programing critique, Thomas offered her hope for next year: "Do us all a favor, Hollywood," she said. "Catch the spirit of your sisters, your daughters, your mothers, your aunts. Give us women to measure up to the women we know in real life. Women who dream and dare to achieve. Throw out the old plot lines—please—and join us in shaping this last lap into the 21st century," she said.

Following are the first, second and third place Alice award winners:

First place winners

Public affairs/documentary—television □ *Women of Steel*—Mon Valley Media, Pittsburgh. Producers Allyn Stewart, Beth Destler, Steffi Domike and Linny Stovall.

Public affairs/documentary—radio □ *Hard Times Cotton Mills Girls*—WMBR-FM Cambridge, Mass. Producer Jennifer Abod.

News series—television □ *Equal Under God?*—WTVD-TV Durham, N.C. Producer Miriam Thomas.

News series—radio □ *Crisis in Day Care*—WBUR-FM Boston. Producers Margot Stage and Eileen Bolinsky.

Entertainment—television □ *Cagney & Lacey*, "Rules of the Game" and "Con Games," two-part episode—Orion Productions, Los Angeles. Executive producer Barney Rosenzweig.

Entertainment—radio □ *Libba Cotten: A Profile*—National Public Radio, Washington. Producer Linda Mack.

Editorial—television □ *The Working Woman*—WCBS-TV New York. Editorial director Lesley Crosson.

News feature—television □ *Penny Harrington*—Oregon Pub-

NBC takes week six as sweeps begin

For the fourth time in the six-week 1985-86 season, NBC won the prime time ratings race, scoring a 17.5 average rating and a 27 average share. CBS had a 16.7/26 and ABC a 15.3/24. The week of Oct. 28-Nov. 3 marked the return of the networks' regular schedules, after two weeks of baseball playoffs, carried by NBC (weeks three and four), and a week of the World Series, carried by ABC (week five).

Sunday, Nov. 3, saw the first major night of sweeps competition, with ABC airing the first part of its *North and South, Part 1* mini-series (25.8/37) and NBC "48 Hours" (20.8/30) and a one-hour *Amazing Stories* (19.9/27) special. Despite the special programing, CBS won Sunday. The first four days of sweep rating in Nielsen showed NBC in the lead with an 18.2/28, followed by CBS (17.6/27) and ABC (13.8/21).

In season-to-date ratings, NBC has five of the top 10 shows, CBS three and ABC two. The top 10 are: *The Cosby Show* (30.6/47), *Family Ties* (28.3/43), *Dynasty* (23.7/36), *Murder, She Wrote* (23.5/35), *Cheers* (23.5/35), *Dallas* (23.1/37), *Who's the Boss* (22.4/35), *60 Minutes* (21.6/35), *Miami Vice* (21.4/35) and *NBC Monday Night Movies* (21/31). In season-to-date ratings, NBC is up 1.1 rating points over a year ago, ABC is up one point and CBS up 0.2.

In nightly wins, CBS won Monday, Friday and Sunday, ABC took Tuesday and Wednesday, and NBC won Thursday and Saturday.

■ On Monday, *Scarecrow & Mrs. King* (8-9 p.m.), *Kate & Allie* (9-9:30) and *Newhart* (9:30-10) all won their time periods to give CBS the night. ABC's *Monday Night Football* (9-12:18 p.m.) fell off from 11th place two weeks ago (when it had a 21/35) to 38th last week (15.4/27). ABC estimates that it lost 1.3 national ratings points because the Raider-Charger game was blacked out in Los Angeles since it was not a sellout.

■ ABC won Tuesday night on the strength of its 8 to 10 schedule, as has often been the case this season. But while 12th-ranked *Who's the Boss* (20.4/31) overcame the first half hour of *A Team* (18.4/28), 20th-ranked *Growing Pains*, from 8:30 to 9, could not. *A Team* ranked 23rd for the week. In its first week on Tuesday from 10 to 11 p.m., *Spenser: For Hire* (15/25) placed second to the *CBS Tuesday Night Movie* (15.6/25) in its first half hour, and third in its second half hour.

■ ABC also was a winner on Wednesday, with both the nineth-ranked *Dynasty* (22/33) and 24th-ranked *Hotel* (17.9/31) taking their one-hour time periods. From 8 to 9, *The Insiders* (12.3/19) placed third, as NBC's *Highway to Heaven* (19.4/30) won the time period.

■ Thursday was once again carried by NBC, with its 8 to 10 comedy block containing the first-, second-, sixth- and eighth-ranked shows. Also from 8 to 10, an *ABC Movie Special*, "Goldfinger," placed 66th out of the week's 67 programs, with a 8.3/13. *Knots Landing* (18.5/31) took the 10 to 11 p.m. time period, as *Hill Street Blues* (14.9/25) placed second.

■ Although each network won one hour on Friday night, CBS managed to win the night on the strength of *Dallas* (23.5/38), which won at 9. From 8 to 9, ABC's *Webster* (15.7/26) and *Mr. Belvedere* (14.3/24) were number one, and from 10 to 11, NBC's *Miami Vice* (20.6/35) defeated its closest competitor, *Falcon Crest* (19.2/32). An *ABC Movie Special*, "In the Midnight Hour," from 9 to 11, scored a 10.5/17.

■ NBC took every half-hour of Saturday night, led by the 15th-ranked *Golden Girls* (19.6/31). From 8 to 9, ABC's *Hollywood Beat* (8.9/13) was the lowest-ranked show of the week. The *CBS Saturday Night Movie* (13.6/23), "Badge of the Assassin," from 9 to 11, scored a 13.6/23.

■ Sunday night was perhaps the closest night of competition among the networks. CBS came out on top, on the strength of the third-ranked *Murder, She Wrote* (26.2/36), from 8 to 9, and the fifth-ranked *60 Minutes* (24.6/37), from 8 to 9. But the first part of *North and South* on ABC, from 9 to 11, won every half hour it was on the air. Opposite it, the *NBC Sunday Night Movie* placed second in the time period and 10th for the week. NBC's *Amazing Stories* (19.9/27), ranked second in its one-hour, 8 to 9 time period, and 14th for the week. Last week, the regular half hour version of the show ranked 41st.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.1/46
2.	Family Ties	NBC	26.3/39
3.	Murder, She Wrote	CBS	26.2/36
4.	North and South, pt. 1	ABC	25.8/37
5.	60 Minutes	CBS	24.6/37
6.	Cheers	NBC	24.1/36
7.	Dallas	CBS	23.5/38
8.	Night Court	NBC	22.0/34
9.	Dynasty	ABC	22.0/33
10.	48 Hours	NBC	20.8/30
11.	Miami Vice	NBC	20.6/35
12.	Who's the Boss	ABC	20.4/31
13.	Kate & Allie	CBS	20.0/29
14.	Amazing Stories	NBC	19.9/27
15.	Golden Girls	NBC	19.6/31
16.	Highway to Heaven	NBC	19.4/30
17.	Newhart	CBS	19.4/29
18.	Falcon Crest	CBS	19.2/32
19.	Moonlighting	ABC	19.2/29
20.	Growing Pains	ABC	18.6/28
21.	Knots Landing	CBS	18.5/31
22.	Facts of Life	NBC	18.5/30
23.	A Team	NBC	18.4/28

Rank	Show	Network	Rating/Share
24.	Hotel	ABC	17.9/31
25.	Scarecrow & Mrs. King	CBS	17.9/26
26.	Crazy Like A Fox	CBS	17.6/24
27.	227	NBC	17.3/28
28.	A Time to Live	NBC	17.1/27
29.	Simon & Simon	CBS	17.0/26
30.	Gimme a Break	NBC	16.8/28
31.	Cagney & Lacey	CBS	16.7/28
32.	Garfield Special	CBS	16.6/26
33.	TV Bloopers & Prac. Jokes	NBC	16.2/34
34.	Riptide	NBC	16.1/24
35.	Charlie Brown Special	CBS	16.0/24
36.	Webster	ABC	15.7/26
37.	Into Thin Air	CBS	15.6/25
38.	Football, Chargers-Raiders	ABC	15.4/27
39.	Remington Steele	NBC	15.4/26
40	Magnum, P.I.	CBS	15.2/23
41.	Spenser: For Hire	ABC	15.0/25
42.	Hardcastle & McCormick	ABC	15.0/22
43.	Hunter	NBC	14.9/26
44.	Hill Street Blues	NBC	14.9/25
45.	Hell Town	NBC	14.4/22
46.	Mr. Belvedere	ABC	14.3/24

Rank	Show	Network	Rating/Share
47.	McGyver	ABC	14.3/20
48.	20/20	ABC	14.2/24
49.	Equalizer	CBS	14.0/24
50.	Airwolf	CBS	13.8/23
51.	Badge of Assassin	CBS	13.6/23
52.	Trapper John, M.D.	CBS	13.5/20
53.	St. Elsewhere	NBC	13.3/23
54.	Knight Rider	NBC	13.2/22
55.	Twilight Zone	CBS	12.8/21
56.	Football, Sun. 7-7:36 p.m.	NBC	12.8/21
57.	Misfits of Science	NBC	12.8/20
58.	Ripley's Believe It Or Not	ABC	12.8/19
59.	Love Boat	ABC	12.7/21
60.	The Insiders	ABC	12.3/19
61.	Disney Special	CBS	12.0/18
62.	Charlie & Company	CBS	11.9/18
63.	George Burns Comedy Week	CBS	10.7/16
64	In the Midnight Hour	ABC	10.5/17
65	Silver Spoons	NBC	10.0/15
66.	Goldfinger	ABC	8.3/13
67.	Hollywood Beat	ABC	8.1/13

*indicates premiere episode

increase power to 50 kw, change TL, and make changes in ant. sys. App. Oct. 30.

■ KNXX (1050 khz) Los Ranchos De Albuquerque, N.M.—Seeks mod. of CP to increase power to 1 kw; install DA-D, and change TL. App. Nov. 4.

■ WKCN (910 khz) Dorchester, S.C.—Seeks mod. of lic. to operate by remote control from main SL. App. Oct. 29.

Accepted

■ KMCW (1190 khz) Kensett, Ark.—Seeks mod. of lic. to move SL to Hawkins Drive, Searcy, Ark. App. Nov. 4.

■ KXTC (790 khz) Clovis, Calif.—Seeks MP to augment nighttime standard pattern. App. Nov. 4.

■ KCMJ (1140 khz) Palm Springs, Calif.—Seeks mod. of lic. to operate by remote control from main SL. App. Oct. 31.

■ WNZK (690 khz) Westland, Mich.—Seeks mod. of CP to operate by remote control from 11427 Joseph Campau St., Hamtramck, Mich. App. Oct. 31.

■ KSLQ (1350 khz) Washington, Mo.—Seeks mod. of CP to operate by remote control from main SL. App. Oct. 31.

■ KVEG (1400 khz) Las Vegas—Seeks MP to make changes in ant. sys. App. Nov. 1.

■ KVOZ (890 khz) Del Mar, Tex.—Seeks MP to change city of lic. to Loredo, Tex. App. Oct. 31.

■ KKJB (1000 khz) Marion, Tex.—Seeks MP to change TL. App. Oct. 31.

■ KJSA (1140 khz) Mineral Wells, Tex.—Seeks CP to construct new tower and change TL. App. Nov. 1.

FM's

Accepted

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Seeks CP to change TL; change HAAT to 981.3 ft. App. Nov. 4.

■ KASH-FM (107.5 mhz) Anchorage—Seeks mod. of CP to change TL and make changes in ant. sys. App. Oct. 30.

■ KRKO-FM (95.9 mhz) Fairbanks, Alaska—Seeks mod. of CP to change TL and change HAAT to 6.56 ft. App. Oct. 29.

■ KBBC (95.9 mhz) Lake Havasu City, Ariz.—Seeks mod. of CP to change HAAT to 987.61 ft. App. Nov. 4.

■ KEMO-FM (96.9 mhz) Phoenix—Seeks CP to install aux. ant. sys. App. Oct. 30.

■ KAVS (97.7 mhz) Mojave, Calif.—Seeks mod. of lic. to move SL to 2501 West Avenue "I," Lancaster, Calif. App. Oct. 30.

■ *KCSU-FM (90.5 mhz) Fort Collins, Colo.—Seeks CP to change ERP to 40 kw. App. Oct. 30.

■ *KERP (91.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 0.6 kw, and change HAAT to 334.56 ft. App. Oct. 30.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Seeks mod. of CP to change HAAT to 985.7 ft. App. Oct. 30.

■ WKCX (97.7 mhz) Rome, Ga.—Seeks CP to change ERP to 0.472 kw and change HAAT to 779.66 ft. App. Oct. 30.

■ WYMG (100.5 mhz) Jacksonville, Ill.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Oct. 30.

■ WSMI-FM (106.1 mhz) Litchfield, Ill.—Seeks CP to make changes in aux. ant. sys. App. Oct. 29.

■ WZWZ (92.7 mhz) Kokomo, Ind.—Seeks CP to change freq. to 92.7 mhz. App. Oct. 30.

■ WKQQ (98.1 mhz) Lexington, Ky.—Seeks CP to change TL and change HAAT to 1,003.68 ft. App. Oct. 29.

■ KDHL-FM (95.9 mhz) Faribault, Minn.—Seeks mod. of CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. Oct. 30.

■ WOSM (103.1 mhz) Ocean Springs, Miss.—Seeks CP to change HAAT to 320 ft. App. Oct. 30.

■ WONA-FM (96.7 mhz) Winona, Miss.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 328 ft. App. Oct. 29.

■ WZKC (98.9 mhz) Rochester, N.Y.—Seeks CP to install aux. sys. App. Oct. 30.

■ KDDR-FM (92.3 mhz) Oakes, N.D.—Seeks mod. of CP to change ERP to 4 kw and change HAAT to 152.52 ft. App. Oct. 30.

■ WRKY (103.5 mhz) Steubenville, Ohio—Seeks CP to change ERP to 16 kw. App. Oct. 30.

■ KKNG (92.5 mhz) Oklahoma City—Seeks CP to change HAAT to 984 ft. and install DA. App. Oct. 30.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Seeks CP to change ERP to 2.4 kw. App. Nov. 4.

■ WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Seeks CP to change ERP to 35.5 kw; change HAAT to 577.28 ft., and change transmitter equipment. App. Nov. 4.

■ WGSX (94.7 mhz) Bayamon, P.R.—Seeks mod. of CP to change ERP to 31.9 kw and change HAAT to 1,777.43 ft. App. Oct. 30.

■ WVXO (103.9 mhz) Spokane, Wash.—Seeks mod. of CP to change TL. App. Nov. 4.

TV's

Accepted

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change ERP to vis. 5,000 kw, aur. 501 kw; change HAAT to 1,987 ft., and change TL. App. Oct. 29.

■ WBKZ (ch. 63) Angola, Ind.—Seeks CP to change ERP to vis. 2,900 kw, aur. 290 kw. App. Nov. 4.

■ WMCC (ch. 23) Marion, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 600 kw; change HAAT to 1,082 ft.; replace ant., and change TL. App. Oct. 30.

■ *WTVI (ch. 42) Charlotte, N.C.—Seeks CP to change ERP to vis. 1,393 kw, aur. 139 kw. App. Oct. 31.

■ WTVC-TV (ch. 9) Chattanooga—Seeks CP to change ERP to vis. 316 ft., aur. 31.6 kw; change HAAT to 1,731.84 ft.; replace ant., and change TL. App. Oct. 31.

Actions

AM's

■ KIQI (1010 khz) San Francisco—Dismissed app. to add night service with 2.5 kw; install DA-2, and make changes in ant. sys. Action Oct. 29.

■ WONQ (1140 khz) Orlando, Fla.—Returned app. to increase power to 5 kw. Action Oct. 29.

■ WJKB (780 khz) Siesta Key, Fla.—Granted app. to change TL. Action Oct. 22.

■ WHB (710 khz) Kansas City, Mo.—Granted app. to move SL to 8500 West 63d St., Merriam, Kan. Action Oct. 25.

■ WRNA (1140 khz) China Grove, N.C.—Granted app. to increase day power to 1 kw; increase night power to 250 w, and install DA-D. Action Oct. 15.

■ WEBG (1580 khz) Ebensburg, Pa.—Granted app. to move SL to shopping center, 0.8 miles outside Ebensburg city limits. Action Oct. 22.

FM's

■ WIZD (104.1 mhz) Atmore, Ala.—Granted app. to operate formerly authorized main facilities as aux. Action Oct. 23.

■ WDRM-FM (102.1 mhz) Decatur, Ala.—Granted app. to change TL and change HAAT to 728.16 ft. Action Oct. 18.

■ KROQ-FM (106.7 mhz) Pasadena, Calif.—Granted app. to move SL to 3800 Alameda Ave., Burbank, Calif. Action Oct. 23.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Granted app. to change ERP to 100 kw and change HAAT to 984 ft. Action Oct. 16.

■ *WJIS (88.1 mhz) Bradenton, Fla.—Granted app. to move SL outside Bradenton city limits. Action Oct. 16.

■ WQUH (103.1 mhz) De Funiak Springs, Fla.—Granted app. to move SL to South Second Street and Bruce Ave., De Funiak Springs. Action Oct. 17.

■ WSOR (95.3 mhz) Fort Myers, Fla.—Granted app. to move SL to 940 Tarpon Street, Fort Myers. Action Oct. 17.

■ WKRY (93.5 mhz) Key West, Fla.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 74 ft. Action Oct. 17.

■ WQBA-FM (107.5 mhz) Miami—Dismissed app. to change TL; change HAAT to 1,006.96 ft.; install DA, and make changes in ant. sys. Action Oct. 21.

■ WFUZ (93.7 mhz) Ocala, Fla.—Dismissed app. to change ERP to 100 kw and change HAAT to 525 ft. Action Oct. 25.

■ WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Dismissed app. to change TL; change HAAT to 1,148 ft., and make changes in ant. sys. Action Oct. 21.

■ WKLS-FM (96.1 mhz) Atlanta—Granted app. to move SL to 1800 Century Boulevard, Atlanta. Action Oct. 25.

■ WZLI (106.1 mhz) Toccoa, Ga.—Granted app. to change TL and change HAAT to 1,239.84 ft. Action Oct. 23.

■ KXOF (106.3 mhz) Bloomfield, Iowa—Returned app. to change HAAT to 300 ft. Action Oct. 25.

■ KMAQ-FM (95.3 mhz) Maquoketa, Iowa—Granted app. to move SL to 129 North Main Street, Maquoketa. Action Oct. 16.

■ KUDL (98.1 mhz) Kansas City, Kan.—Granted app. to move SL to 8500 West 63d Street, Merriam, Kan. Action Oct. 23.

■ KLZS (97.9 mhz) Wichita, Kan.—Dismissed app. to change TL and change HAAT to 1,027 ft. Action Oct. 29.

■ KBAU (94.3 mhz) Golden Meadow, La.—Granted app. to move SL to 315 Callais Lane, Golden Meadow. Action Oct. 16.

■ WQID (93.7 mhz) Biloxi, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,183 ft. Action Oct. 21.

■ KBEQ (104.3 mhz) Kansas City, Mo.—Granted app. to move SL to 4710 Pennsylvania, Kansas City, Mo. Action Oct. 16.

■ WLVY (94.3 mhz) Elmira, N.Y.—Granted app. to change ERP to 1.28 kw and change HAAT to 496.92 ft. Action Oct. 22.

■ WKXZ (93.9 mhz) Norwich, N.Y.—Granted app. to move Sl to 14 South Broad Street, Norwich, N.Y. Action Oct. 25.

■ WUWU (107.7 mhz) Wethersfield Township, N.Y.—Granted app. to move SL to 375 West Main Street, Arcade, N.Y. Action Oct. 23.

■ *WNAA (90.1 mhz) Greensboro, N.C.—Granted app. to move SL to Suite 200, Price Hall, Greensboro. Action Oct. 16.

■ WBLZ (103.5 mhz) Hamilton, Ohio—Granted app. to move SL to 1211 West Sharon, Green Hill, S.C. Action Oct. 16.

■ WBBY-FM (103.9 mhz) Westerville, Ohio—Granted app. to change ERP to 2.57 kw. Action Oct. 21.

■ KDLB-FM (99.5 mhz) Henryetta, Okla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Oct. 22.

■ *KTEC (89.5 mhz) Klamath Falls, Ore.—Granted app. to change HAAT to 184 ft. Action Oct. 22.

■ *WBUQ (91.1 mhz) Bloomsburg, Pa.—Granted app. to change ERP to 0.6 kw. Action Oct. 16.

■ WNNK (104.1 mhz) Harrisburg, Pa.—Granted app. to install aux. sys. Action Oct. 28.

■ WJSM-FM (92.7 mhz) Martinsburg, Pa.—Granted app. to change TL; change ERP to .331 kw, and change HAAT to

Summary of broadcasting as of September 30, 1985

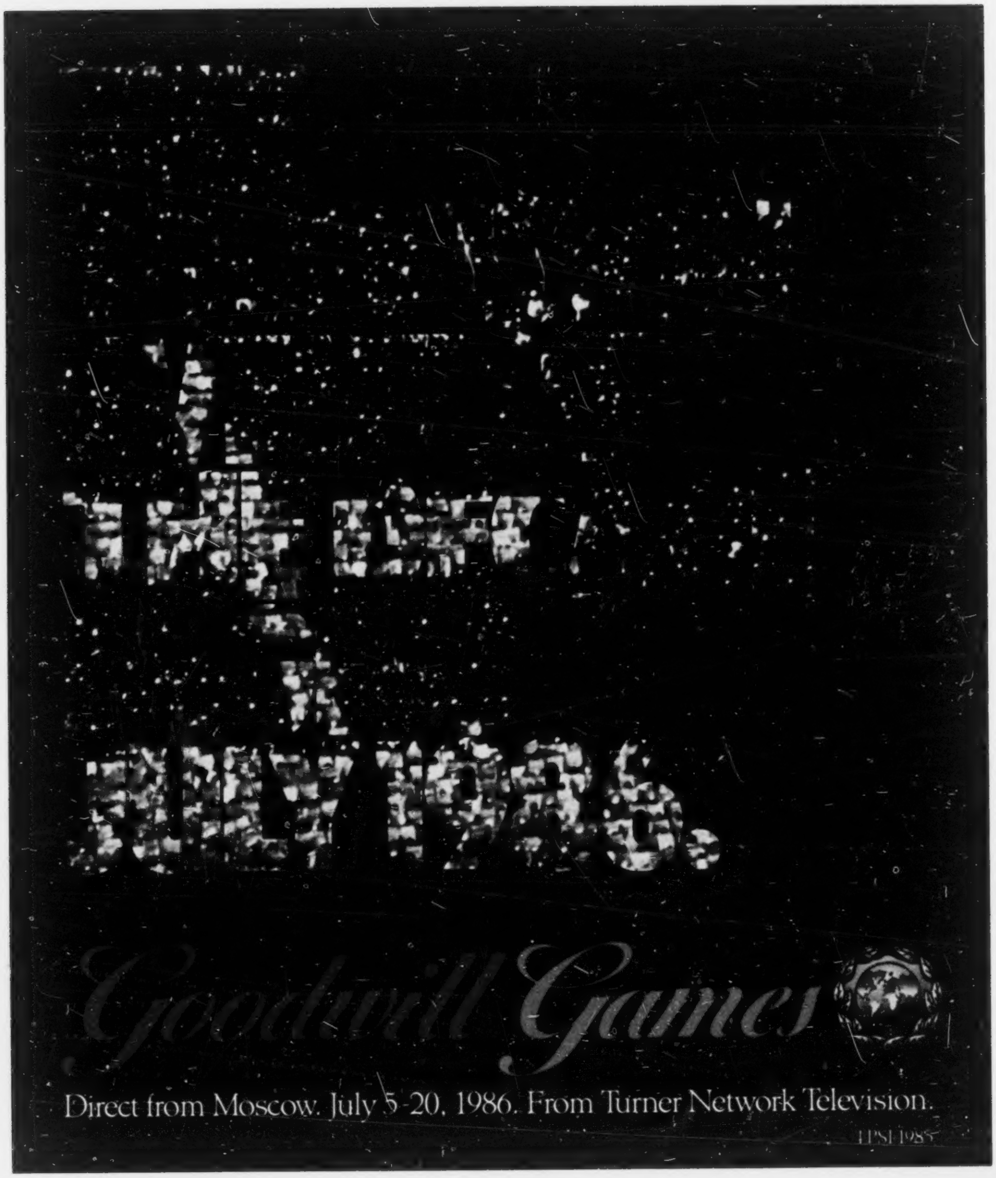
Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 18


Goodwill Games
Direct from Moscow. July 5-20, 1986. From Turner Network Television.
TPSI 1985

55th Year 1985

AT LARGE

Vol. 109 No. 21

Broadcasting ▫ Nov 18

Capcities, Murdoch get FCC clearance
Stoddard named ABC Entertainment president
At Large with Baruch, Fuchs, Horowitz and Wussler

GETTING THE NOD ☐ FCC approves Capcities/ABC and Murdoch/Metromedia deals, giving both companies waiver periods each had requested. **PAGE 39.**

ON WITH MUST CARRY ☐ FCC opens notice of inquiry/notice of proposed rulemaking on must carry issue. **PAGE 40.**

TAKING UP THE OFFER ☐ Some 550 CBS employes, out of 2,000 eligible, elect to take early retirement, including James Rosenfield. **PAGE 43.**

SHIFTING FORTUNES ☐ Thomopoulos resigns from ABC; Stoddard shifted to presidency of ABC Entertainment. **PAGE 44.**

NEW OWNERS ☐ Mexican businessman combines forces with Texas bidder to win control of UPI. Price tag is $41.7 million. **PAGE 45.**

GEARING UP ☐ Networks count down final days before U.S.-USSR summit in Geneva. **PAGE 46.**

CABLE DEALERS ☐ In this "At Large," BROADCASTING gathers together some of cable's top programers for a pre-Western Cable Show discussion on where the industry has been, and where it is going. **PAGE 48.**

BUDGET CUTS ☐ ABC trims back staff in documentary unit. **PAGE 78.**

MESSENGER ☐ President Reagan uses variety of media to get his message out to the world before the Geneva summit conference. **PAGE 78.**

SPOT PLAYER ☐ Ampex is considering nonstandardized format for new spot player system. **PAGE 82.**

ROCKY SEAS ☐ New PBS news program, *America Tonight*, finds some rough waters in search for funding. **PAGE 86.**

MINI-SERIES RISES AGAIN ☐ Five nights of *North and South* mini-series help ABC to prime time victory. **PAGE 88.**

MIXED RESULTS ☐ National spot radio business off to a slow start in fourth quarter, although network is faring better. **PAGE 94.**

TVB COUNTDOWN ☐ Some 1,100 expected in Dallas for Television Bureau of Advertising convention. **PAGE 96.**

CABLE TUSSLE ☐ Montgomery county, Md., and cable franchisee there, Tribune-United, do battle in franchise dispute. **PAGE 99.**

PREFERRED TREATMENT ☐ Supreme Court elects to take up Preferred cable case. **PAGE 102.**

QUARTERLY LOSS ☐ CBS reports that profits were off $114 million in third quarter. **PAGE 106.**

RADIO IS REP HOT ☐ Blair Radio President Charlie Colombo remains excited and challenged by medium to which he has devoted his 23 years in broadcasting business. **PAGE 125.**

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the program this year was generally positive, according to a number of people there.

According to *NewsHour* spokesman Christopher Ramsey, station representatives questioned executive producer, Lester Crystal about how local stations could supply production pieces for *NewsHour* (of which the show used more than 150 last year, Crystal said); about the financial health of *NewsHour*'s underwriter, AT&T (which has given the show $11 million this year), and about the level of commitment by the show's anchors, Robin MacNeil and Jim Lehrer (who Crystal said were "more committed than ever"). In general, Ramsey said, the stations showed "a very positive" reaction to the changes that have been instituted in *NewsHour* during the past year.

Noncommercial stations will have the chance to voice their support for the new television season in a nonbinding preference vote expected to occur in early December, and then during the first purchase round in mid January. ☐

New company offers foreign news packages

A news venture has been launched by two veteran broadcast journalists and an attorney to assist television stations in covering international stories. The principals of the new newsgathering service are former network newsmen Les Coleman and Mike Schaefer and Baltimore-based attorney James McCloskey. The company, Condor Television News Ltd., will be headquartered in Larnaca, Cyprus.

McCloskey said the company will offer stations a package of services—the stations provide a reporter and pay a fee that covers transportation to the story site, access to interview subjects, a camera crew, production and editing services, shipment of the finished story back to the station, room, board, "protection" and language-interpretation

ABC leads sweeps with strong showing in seventh week

With ABC's second weekly victory during the seventh week of the season, the network has tied CBS for second place in the season-to-date television ratings and is in first in the November sweeps. Based on Nielsen's National Television Index, ABC had a 19.9 rating and a 30 share for the week Nov. 4-10. CBS and NBC each had a 16.5/25.

As in its first weekly win (the World Series), special programing—in this case ABC's *North and South* mini-series—led the network to victory. Five parts of the six-part *North and South* mini-series ran during the week, giving ABC victories on those nights—Tuesday, Wednesday, Thursday, Saturday and Sunday. The mini-series won every half-hour it was on the air with the exception of 10-11 Tuesday, when it lost to the second hour of the *CBS Tuesday Night Movie* "The Stone Pillow" (23.3/33), starring Lucille Ball.

All five parts of *North and South* ranked in the week's top 10, with the sixth and final episode of the mini-series ranking second (29.4/42), the highest ranking for a mini-series episode since 1983, according to ABC. NBC had the first- and third-ranked shows, and CBS had numbers five, six and nine.

At the end of the week, in Nielsen sweep ratings for Oct. 31-Nov. 10, ABC had a 17.6, NBC a 17.1 and CBS a 16.9.

HUT levels for the week were up 5%, from 63.3 for the same week a year ago to 66.4. Combined network ratings were up 3%, from last year's 46.7 to 52.9, and combined network shares were up 8%, from last year's 73.8 to 79.7.

■ Monday delivered ABC another nightly victory with the 18th-ranked *NFL Monday Night Football* (19.5/32). Although the *NBC Monday Night Movie* "This Child is Mine" (21.1/32) ranked ahead of the football game in 13th place, the football game outperformed the two-hour movie at 9-10:30. The football ratings dropped as the game went beyond prime time to 12:23 a.m., lowering the show's average. *Scarecrow and Mrs. King* (17.4/25) won from 8 to 9.

■ *North and South, Part Two* did a 23.6/34 on Tuesday, followed by the 15th-ranked *Who's the Boss* (20.7/31) and 16th-ranked *Growing Pains* (20.4/29). Part two of the mini-series ranked eighth for the week, with "The Stone Pillow," playing opposite it, ranking ninth. Special presentations of *Amazing Stories* and *Alfred Hitchcock Presents*, from 8 to 9 on NBC, scored a 14.6/20 and 12.8/18, respectively. *Dinosaur*, the week's replacement for *Hometown* on CBS, from 8 to 9, scored a 12.4/18.

■ The closest competitor for the fourth-ranked *North and South, Part Three* (28/42) during either of its two hours on Wednesday came from the half-hour of *Charlie and Company* (13.6/20) on CBS at 9. From 8 to 9, NBC's *Highway to Heaven* (20.2/31) easily defeated ABC's *The Insiders* (15.2/23) and the week's replacement for *Stir Crazy* on CBS, *You're A Good Man, Charlie Brown* (12.2/19).

■ On Thursday, NBC controlled the first hour of its 8-10 comedy block, with the number-one-ranked *Cosby Show* (31.9/46) and the third-ranked *Family Ties* (28.9/41). From 9 to 9:30, the seventh-ranked *North and South, Part Four* defeated the 14th-ranked *Cheers*, 24.3 to 21.1, and from 9:30 to 10, it defeated *Night Court*, 26.2 to 18.2.

■ With Friday a night off for *North and South*, CBS carried the night with the 11th-ranked *Dallas* (22.7/36). ABC's *Webster* (15.2/25) won from 8 to 8:30, and the second half of CBS's *Twilight Zone* (14.1/23) won from 8:30 to 9. From 10 to 11, the 12th-ranked *Miami Vice* (NBC) (22/38) beat *Falcon Crest* on CBS (17.8/30) and the lowest-ranked program of the week, ABC's *Our Family Honor* (6.4/11).

■ *Part Five* (23.2/37) of *North and South* on Saturday was the lowest-ranked of the week's mini-series episodes, landing in 10th place. NBC's regular schedule won from 8 to 9, with *Gimme a Break* (17.6/30) and *Facts of Life* (19.3/31). *Golden Girls* (19/29), from 9 to 9:30, provided the closest competition of the night to *North and South*.

■ On Sunday, CBS enjoyed a 10-minute football overrun, which rated a 20.5/33, and delayed the rest of its schedule. *60 Minutes* (25.8/38) and *Murder, She Wrote* (26.9/38) ranked sixth and fifth, respectively, for the week. But from 9 to 11, the conclusion of the ABC mini-series dominated its time period.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.9/46
2.	North and South, pt. 6	ABC	29.4/42
3.	Family Ties	NBC	28.9/41
4.	North and South, pt. 3	ABC	28.0/42
5.	Murder, She Wrote	CBS	26.9/38
6.	60 Minutes	CBS	25.8/38
7.	North and South, pt. 4	ABC	25.8/38
8.	North and South, pt. 2	ABC	23.6/34
9.	Stone Pillow	CBS	23.3/33
10.	North and South, pt. 5	ABC	23.2/37
11.	Dallas	CBS	22.7/36
12.	Miami Vice	NBC	22.0/38
13.	This Child is Mine	NBC	21.1/32
14.	Cheers	NBC	21.1/30
15.	Who's the Boss	ABC	20.7/31
16.	Growing Pains	ABC	20.4/29
17.	Highway to Heaven	NBC	20.2/31
18.	Football, Dallas-St. Louis	ABC	19.5/32
19.	Facts of Life	NBC	19.3/31
20.	Golden Girls	NBC	19.0/29
21.	Kate & Allie	CBS	18.4/26
22.	Night Court	NBC	18.2/26
23.	Falcon Crest	CBS	17.8/30
24.	Gimme a Break	NBC	17.6/30
25.	A Team	NBC	17.6/26
26.	Newhart	CBS	17.6/25
27.	Scarecrow & Mrs. King	CBS	17.4/25
28.	Crazy Like A Fox	CBS	16.4/23
29.	227	NBC	16.3/26
30.	Knots Landing	CBS	16.0/25
31.	Hill Street Blues	NBC	15.6/24
32.	Simon & Simon	CBS	15.6/22
33.	McGyver	ABC	15.6/22
34.	Hardcastle & McCormick	ABC	15.5/24
35.	Amazing Stories	NBC	15.5/22
36.	Streets of Justice	NBC	15.4/22
37.	Webster	ABC	15.2/25
38.	The Insiders	ABC	15.2/23
39.	Magnum, P.I.	CBS	14.7/21
40.	Mr. Belvedere	ABC	14.6/23
41.	Amazing Stories (Tues.)	NBC	14.6/20
42.	20/20	ABC	14.5/21
43.	Cagney & Lacey	CBS	14.3/23
44.	TV Bloopers & Prac. Jokes	NBC	14.2/21
45.	Twilight Zone	CBS	14.1/23
46.	Knight Rider	NBC	13.8/23
47.	Alfred Hitchcock Presents	NBC	13.7/19
48.	Hunter	NBC	13.6/23
49.	Charlie & Company	CBS	13.6/20
50.	Misfits of Science	NBC	13.2/21
51.	Airwolf	CBS	13.1/22
52.	Hell Town	NBC	12.9/19
53.	Trapper John, M.D.	CBS	12.8/20
54.	Alfred Hitchcock (Tues.)	NBC	12.8/18
55.	Dinosaur	CBS	12.4/18
56.	St. Elsewhere	NBC	12.3/19
57.	Charlie Brown Special	CBS	12.2/19
58.	Ripley's Believe It Or Not	ABC	11.9/18
59.	Equalizer	CBS	11.8/18
60.	George Burns Comedy Week	CBS	11.8/17
61.	Diff'rent Strokes	ABC	11.7/19
62.	Benson	ABC	10.8/17
63.	Riptide	NBC	10.8/16
64.	Risky Business	CBS	10.6/17
65.	Punky Brewster	NBC	9.8/15
66.	Hollywood Beat	ABC	9.5/16
67.	Silver Spoons	NBC	7.0/10
68.	Our Family Honor	ABC	6.4/11

*indicates premiere episode

Willow Lane, Orlando, Fla. 32808. Principal is owned by Sharon A. Seifert (40%), Carol A. Lamons (40%) and Beverly J. Johnson (20%). It holds CP's for WDFL(AM) Cross City and WLPF(AM) Lake Placid, both Florida. Filed Oct. 24.

■ Trenton, Fla.—William Howard Burkhalter seeks 101.7 mhz; 3 kw; HAAT: 328 ft. Address: 106 McLauren St., Summerville, S.C. 29483. Principal has no other broadcast interests. Filed Oct. 28.

■ Alea, Hawaii—Jess Drake and his wife, Isabelle, seek 107.9 mhz; 75 kw; HAAT: 2,152 ft. Address: 1363 Elizabeth St., Redlands, Calif. 92373. Principal has no other broadcast interests. Filed Oct. 28.

■ Alea, Hawaii—Tropic-Aire Ltd. seeks 107.9 mhz; 87.1 kw; HAAT: 2,086 ft. Address: 1018 Cedar Grove Rd., Wynnewood, Pa. 19096. Principal is owned by Karen Gross, who is also applicant for four new FM's. Her father, William S. Gross, is former owner of WWSG-TV Philadelphia. Filed Oct. 28.

■ Alea, Hawaii—Charles R. Crawford seeks 107.9 mhz; 100 kw; HAAT: 2,152 ft. Address: 2645 Kilihau St., Honolulu 96819. Principal has no other broadcast interests. Filed Oct. 28.

■ Ramsey, Ill.—Henry J. Voss seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 17W758 Fay, Villa Park, Ill. 60181. Principal has no other broadcast interests. Filed Oct. 8.

■ Cambridge, Md.—CWA Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: 35 Solomons Island Rd., Annapolis, Md. 21401. Principal is Charles W. (Hoppy) Adams Jr. and David G. Boschert. Adams is announcer at WANN(AM) Annapolis, Md. Filed Oct. 28.

■ Cambridge, Md.—Big Bay Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 15010 Carrolton Rd., Rockville, Md. 20853. Principal is owned by Robert L. Purcell, who has interest in WBZY(AM) New Castle, Pa., which has recently been sold (BROADCASTING, Nov. 11), and WDMV(AM) Pocomoke, Pa. Filed Oct. 28.

■ Cambridge, Md.—Taylor Communications Inc. seeks 94.3 mhz; 3 kw; HAAT: 243 ft. Address: 38 New York Ave., S.E.,Washington 20002. Principal is owned by Adrian Taylor, who has no other broadcast interests. Filed Oct. 25.

■ Cambridge, Md.—Meredith M. Steel seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 230, Queenstown, Md. 21658. Principal has no other broadcast interests. Filed Oct. 28.

■ Cambridge, Md.—Shore Broadcasting Inc. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: Brooks Rd., Woolford, Md. 21677. Principal is owned by Carolyn Cooper, who has no other broadcast interests. Filed Oct. 28.

■ Cambridge, Md.—D'Adamo Communications seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25, Route 1, East New Market, Md. 21631. Principal is owned by Phillip G. D'Adamo, former owner of WTCD-FM Federalsburg, Md. Filed Oct. 28.

■ Shawnee, Okla.—Cyrus V. Edwards seeks 95.1 mhz; 100 kw; HAAT: 1,000 ft. Address: 4301 N. Kelley St., Box 54415, Oklahoma City, Okla. 72153. Principal has no other broadcast interests. Filed Oct. 24.

■ Shawnee, Okla.—Bott Communications seeks 95.1 mhz; 100 kw; HAAT: 1,417.9 ft. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is Independence, Mo.-based station group of four AM's owned by Richard P. Bott, his wife, Shirley, and their son, Richard. It is also app. for new FM in Ukiah, Calif. Filed Oct. 28.

■ Shawnee, Okla.—Lenn K. Pruitt and George E. Owen seeks 95.1 mhz; 100 kw; HAAT: 1,342 ft. Address: 616 Columbia Highway, Greensburg, Ky. 42743. Principals: Pruitt owns two AM's and one FM in Kentucky and is app. for new FM in Rapid City, S.D. Owens recently purchased WKXJ(AM)-WCKQ(FM) Campbellsville, Ky. Filed Oct. 25.

■ Shawnee, Okla.—James E. Miller seeks 95.1 mhz; 100 kw; HAAT: 1,680 ft. Address: 8321 N.E. 33rd St., Spencer, Okla. 73084. Principal has interest in and is president and general manager of KAEZ(FM) Oklahoma City. Filed Oct. 28.

■ Lyndon, Vt.—Vermont Broadcast Associates Inc. seeks 98.3 mhz; 440 w; HAAT: 1,850 ft. Address: Box 1378 Tute Hill, Lyndonville, Vt. 05851. Principal is equally owned by Bruce A. James, and Richard H. Davis. They have no other broadcast interests. Filed Oct. 31.

■ Michicot, Wis.—seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 747 Grant St., De Pere, Wis. 54115. Principal is owned by Richard J. Vandenburg, who has no other broadcast interests. Filed Oct. 28.

■ Michicot, Wis.—Margaret E. Maney seeks 107.5 mhz; 3 kw; HAAT: 220 ft. Address: 1312 Sir Gallahad Lane, Mount Prospect, Ill. 60056. Principal is applicant for new FM in Sturgeon Bay, Wis. Filed Oct. 28.

■ New Holstein, Wis.—F.W.K. Broadcasting seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: W-238, S-6825 Highway F, Waukesha, Wis. 53186. Principal is owned by Frederick W. Kinlow, who has no other broadcast interests. Filed Oct. 28.

■ Michicot, Wis.—Michicot Community Broadcasting seeks 107.5 mhz; 3 kw; HAAT: 220 ft. Address: P.O. Box 3, Two Rivers, Wis. 54241. Principal is owned by Mark Heller (90%) and Timothy J. Carvis, who also have interest in WTRW(AM) Two Rivers, Wis. Filed Oct. 28.

Facilities Changes

Applications

AM's

Tendered

■ KOSC (1510 khz) Marshfield, Mo.—Seeks CP to increase power to 1 kw. App. Nov. 6.

Accepted

■ KBQN (585 khz) Pago Pago, American Samoa—Seeks MP to change TL. App. Nov. 8.

■ KVNI (1080 khz) Coeur d'Alene, Idaho—Seeks mod. of lic. to operate transmitter by remote control. App. Nov. 7.

■ WBET (1460 khz) Brockton, Mass.—Seeks CP to change TL and make changes in ant. sys. App. Nov. 6.

■ WDNY (1400 khz) Dansville, N.Y.—Seeks MP to make changes in ant. sys. App. Nov. 8.

■ WLVS (1430 khz) Germantown, Tenn.—Seeks CP to make changes in ant. sys. App. Nov. 6.

■ WTPR (710 khz) Paris, Tenn.—Seeks MP to make changes in ant. sys. App. Nov. 6.

■ KIKN (840 khz) Pharr, Tex.—Seeks MP to change TL. App. Nov. 8.

FM's

Tendered

■ *WDNR (89.5 mhz) Chester, Pa.—Seeks CP to change ERP to 100 w and change HAAT to 70 ft. App. Nov. 8.

Accepted

■ *KXCI (91.7 mhz) Tucson, Ariz.—Seeks mod. of lic. to install new ant. sys. App. Nov. 6.

■ KUTE (101.9 mhz) Glendale, Calif.—Seeks mod. of lic. to move SL to 5858 Sunset Boulevard, Los Angeles. App. Nov. 7.

■ KVUU (99.9 mhz) Pueblo, Colo.—Seeks CP to change ERP to 87.4 kw. App. Nov. 7.

■ WOVU (101.7 mhz) Ocean View, Del.—Seeks mod. of CP to change TL. App. Nov. 7.

■ WHFL (104.9 mhz) Havana, Fla.—Seeks CP to change ERP to 2.015 kw App. Nov. 7.

■ WFUZ (93.7 mhz) Ocala, Fla.—Seeks CP to change ERP to 100 kw and change HAAT to 525 ft. App. Nov. 8.

■ KKIC-FM (101.7 mhz) Emmett, Idaho—Seeks CP to change TL; change ERP to 1.26 kw, and change HAAT to 507 ft. App. Nov. 6.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Seeks CP to change ERP to 100 kw. App. Nov. 7.

■ KQDF-FM (96.7 mhz) Larned, Kan.—Seeks CP to change ERP to 3 kw and change HAAT to 265.68 ft. App. Nov. 6.

■ WONT (98.3 mhz) Onotonagon, Mich.—Seeks CP to change TL; change ERP to .55 kw, and change HAAT to 551.04 ft. App. Nov. 6.

■ KRGK (104.9 mhz) Carthage, Mo.—Seeks CP to change TL and change HAAT to 462.48 ft. App. Nov. 7.

■ KYKY-FM (98.1 mhz) St. Louis—Seeks CP to change TL and change HAAT to 1,026.64 ft. App. Nov. 6.

■ WGNI (102.7 mhz) Wilmington, N.C.—Seeks mod. of CP to reduce overall height above ground. App. Nov. 6.

■ KWEN (95.5 mhz) Tulsa, Okla.—Seeks CP to install aux. sys. App. Nov. 6.

■ KWVR-FM (92.1 mhz) Enterprise, Ore.—Seeks mod. of CP to change HAAT to minus 626 ft. App. Nov. 7.

■ WQXA (105.7 mhz) York, Pa.—Seeks CP to change TL; change ERP to 25.1 kw, and change HAAT to 705.2 ft. By separate app., seeks CP to install aux. sys. App. Nov. 7.

■ KHLC (98.3 mhz) Bandera, Tex.—Seeks CP to change ERP to 3 kw. App. Nov. 7.

■ KAND-FM (107.9 mhz) Corsicana, Tex.—Seeks CP to change TL and change HAAT to 841.65 ft. App. Nov. 6.

■ KPXI (100.7 mhz) Mount Pleasant, Tex.—Seeks CP to change TL and change HAAT to 984.5 ft. App. Nov. 8.

■ KEYJ (101.1 mhz) Cheney, Wash.—Seeks mod. of CP to change TL. App. Nov. 8.

■ WEZW (103.7 mhz) Wauwatosa, Wis.—Seeks CP to install aux. sys. App. Nov. 6.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Seeks CP to change TL. App. Nov. 7.

TV's

Accepted

■ WHBR (ch. 33) Pensacola, Fla.—Seeks MP to move SL. App. Nov. 8.

■ KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft.; replace ant., and change TL. App. Nov. 8.

■ WOCD (ch. 55) Amsterdam, N.Y.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 731 ft., and change TL. App. Nov. 7.

■ *KLUJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 1,951 kw, aur. 195 kw; change HAAT to 1,228 ft., and change TL. App. Nov. 7.

Actions

AM

■ WBZE (1030 khz) Indian Head, Md.—Dismissed app. to move SL to Waldorf, Md. Action Oct. 31.

FM's

■ *KGOD (90.3 mhz) Wasilla, Alaska—Dismissed app. to change TL; change ERP to 58 kw, and change HAAT to 318 ft. Action Oct. 31.

■ *KUAR (89.1 mhz) Little Rock, Ark.—Dismissed app. to change TL; change ERP to 80 kw, and change HAAT to 893.8 ft. Action Oct. 31.

■ KKJJ (103.9 mhz) Payson, Ariz.—Dismissed app. to change ERP to 1.3 kw and change HAAT to 452 ft. Action Oct. 31.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

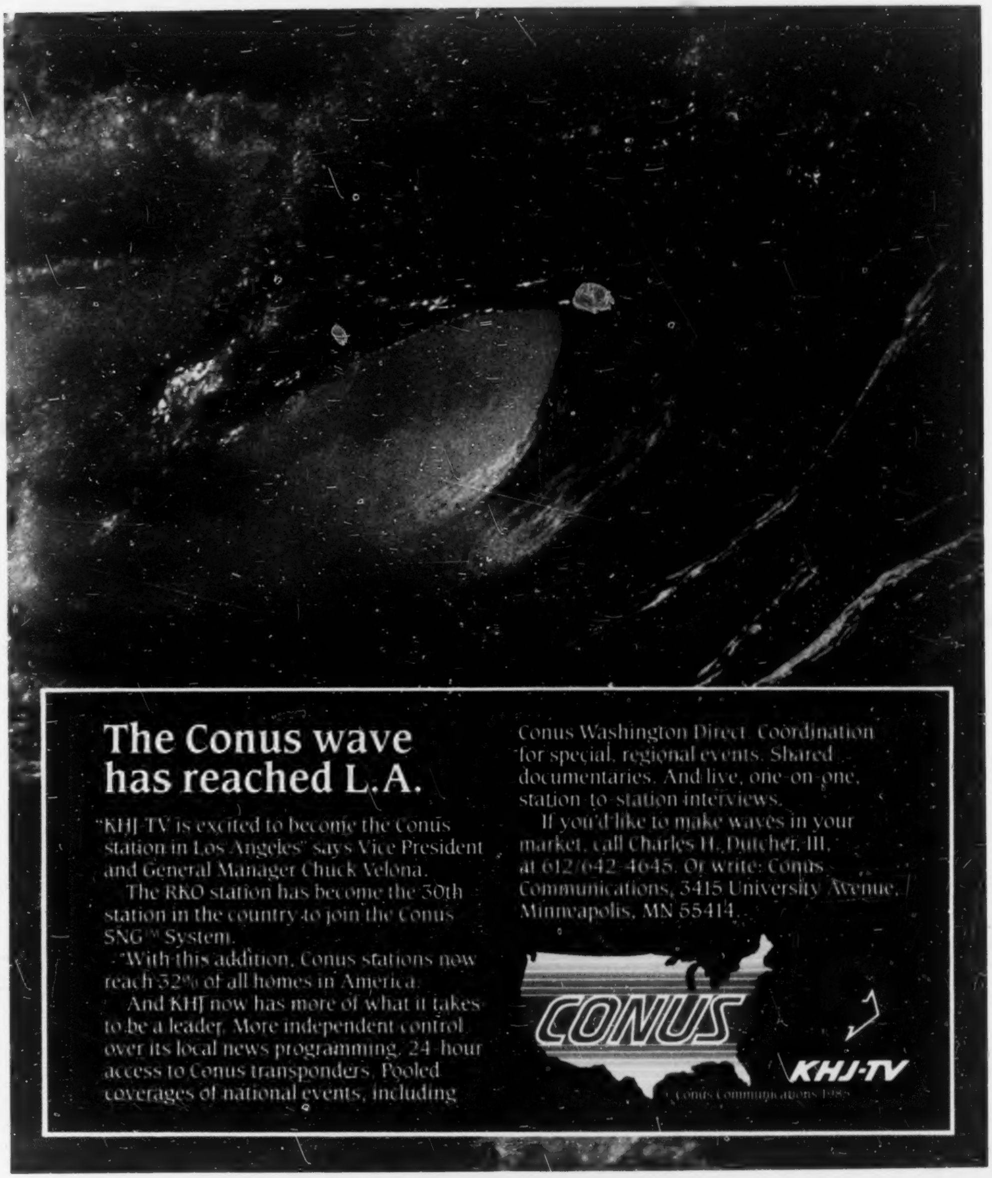
* Includes off-air licenses.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 25



The Conus wave has reached L.A.

"KHJ-TV is excited to become the Conus station in Los Angeles" says Vice President and General Manager Chuck Velona.

The RKO station has become the 30th station in the country to join the Conus SNG™ System.

"With this addition, Conus stations now reach 32% of all homes in America."

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If you'd like to make waves in your market, call Charles H. Dutcher, III, at 612/642-4645. Or write: Conus Communications, 3415 University Avenue, Minneapolis, MN 55414.

CONUS

KHJ-TV

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55th Year 1985

Vol. 109 No. 22

Broadcasting Nov 25

Waivering on waivers
Must carry movement from cable
Getting through Geneva's news blackout

MUST CARRY □ NCTA board directs its president, Jim Mooney, to begin discussions with broadcasting representatives on must-carry situation. **PAGE 31.**

SUMMIT COVERAGE □ News blackout at Geneva superpowers summit poses challenge for Fifth Estate journalists. **PAGE 34.**

SPECTRUM PROPOSAL □ FCC Commissioner Quello proposes institution of spectrum fees for broadcasters in exchange for elimination of comparative renewal, sections 312 and 315, among other regulations. **PAGE 35.**

HOW FAR IS TOO FAR □ House Democrats putting the heat on FCC concerning waivers in takeovers cases. **PAGE 36.**

SECOND SEASON □ Networks make moves to improve schedules as mid-season approaches. **PAGE 38.**

TOWERING PLANS □ New York developer Donald Trump unveils plans for "Television City" on Manhattan's west side. **PAGE 40.**

SEX CHANGE □ Playboy Channel undergoes revisions to stem subscriber churn. **PAGE 42.**

BACK IN FIRST □ Weekly win for NBC in eighth week of the season puts it back in first place in the November sweeps. **PAGE 42.**

SPACE CASE □ Home earth station association gets sympathetic ear from Representative Kastenmeier on signal access issue. **PAGE 58.**

RULE ELIMINATION □ Office of Management and Budget recommends that FCC amend or eliminate political editorializing rules because they run counter to Paperwork Reduction Act. **PAGE 60.**

ONE OR THE OTHER □ Media Institute says cable will have to give up franchising status if it wants full First Amendment rights. **PAGE 60.**

COPYRIGHT DECISION □ Appeals court rules that Southern Satellite may continue distributing WTBS to cable systems, with national spots in place of local ones, without it or Turner incurring copyright liability. **PAGE 62.**

STARS WARS WAR □ Lucasfilms goes to court over two political lobbying groups' use of "Star Wars" in commercials. **PAGE 62.**

INTELSAT POSITION □ Satellite organization maintains that it can price below cost. **PAGE 63.**

IN SEARCH OF □ Advanced Television Systems Committee looking for new types of terrestrial transmission. **PAGE 68.**

NEW ERA □ RCA Americom could be opening up new vistas with launch tomorrow of its first Ku-band satellite. **PAGE 69.**

DOWN IN DALLAS □ TVB convention looks at old media competing in new environment. **PAGE 71.**

POWER OF TV □ Ted Turner's plans concerning Better World Society moving along. **PAGE 80.**

WINNING TEAM □ Neal Pilson, executive vice president, CBS/Broadcast Group, brings energy and intensity to his oversight of sports and radio areas. **PAGE 103**

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Playboy tries revitalization

Shareholders hear of plans for weekend service; Rainbow may go as service's distributor

The Playboy Channel, in a bid to reverse declining subscribership and one of the industry's highest churn rates, is test marketing a new weekend mini-pay service under the guidance of new programing executives. The plan was among topics discussed by Playboy Enterprises president and chief operating officer, Christie Hefner, at the company's annual shareholders meeting Nov. 13 in Los Angeles.

Playboy Enterprises reported a loss of $1.95 million for the three months ended Sept. 30, attributed primarily to the video division's operating loss of $2.1 million for the quarter. Earnings for the same period in 1984 were $1.27 million, including a division profit of $900,000. The number of Playboy Cable Channel subscribers declined from 753,000 on June 30 to 719,000 at the end of September. The company reported net income of $6.7 million for fiscal 1985, compared with $27.3 million during 1984.

Overall responsibility for the channel is

Movies, Thursday and Saturday schedules give NBC week eight

NBC regained the lead in the November sweeps in the eighth week of the season, fueled by strong performances from its two movie nights and its best performances this season on Thursday and Saturday. According to Nielsen's National Television Index for the week of Nov. 11-17, NBC had an 18.7 average rating and a 28.4 average share, followed by CBS (17.2/26) and ABC (14.3/21). By week's end, NBC had a 17.8/27, CBS a 17/26 and ABC a 16.4/25 in Nielsen sweep ratings for Oct. 31-Nov. 17.

NBC had its best Thursday and Saturday nights of the season (24.5/37 and 19.6/32, respectively), and two of its movies appeared in the top 12 shows—the sixth-ranked *Monday Night Movie* (23.3/33), "An Early Frost," and the 12th-ranked *NBC Sunday Night Movie* (21.5), "Hostage Flight." NBC's *Miami Vice* (22.1/36), with its highest numbers since its premiere, also finished in the top 10.

Just as ABC received a boost from *North and South* in week seven, the first part of CBS's *Kane and Abel* finished eighth last week (23.2/34), boding well for that mini-series' final two nights in week nine of the season. On ABC, the two-hour premiere of *Shadow Chasers*, on Thursday, a replacement for the canceled *Fall Guy*, scored a 6.9/10, to rank 67th out of the week's 68 programs. On Wednesday, a two-hour *Dynasty*, which introduced the characters for spin-off *Dynasty II: The Colbys*, scored a 24.2/37, to rank fifth.

HUT levels for the week were up 4%, from last year's 63.3 to 65.9. Ratings were up 1%, from 49.7 to 50.2, while shares were down, from 78.2 to 75.9.

NBC had nightly wins on Monday, Thursday and Saturday, while CBS took Friday and Sunday. ABC won on Tuesday and Wednesday. NBC had six of the week's top 10, CBS three and ABC one.

■ "An Early Frost" delivered every half-hour in its 9-11 time period for NBC on Monday. From 8 to 9, CBS won with *Scarecrow and Mrs. King* (18/25) and its 9-to-10 schedule of *Kate and Allie* (20/27) and *Newhart* (20/27) placed second. From 10 to 11, the second prime time hour of *NFL Monday Night Football* (19.9/32) was second.

■ ABC won Tuesday on the strength of its regular schedule, which included the 14th-ranked *Who's the Boss*. The week's replacement for the canceled *Hometown* on CBS, *Northbeach and Rawhide, Part I*, scored a (9.6/14). (Part II ran on Wednesday.) ABC also won from 9 to 10 with *Moonlighting* (17.7/26). From 10 to 11, the *CBS Tuesday Night Movie* (16.7/26) placed first. In its second performance at 10 on ABC, *Spenser: For Hire* scored a 13.8/23, falling from its premiere of 15/25 in its new time period but still better than in its earlier ratings. *Remington Steele* was second from 10 to 11 with a 15.1/25.

■ Wednesday was also an ABC win, powered by *Dynasty* from 9 to 11, and the strongest of *The Insiders'* (15.5/23) seven airings. The show placed second behind *Highway to Heaven* (19.5/29) on NBC. On CBS, *Northbeach and Rawhide*, part two, the week's replacement for the canceled *Stir Crazy*, did an 11.4/17.

■ Prime time schedules on Thursday were delayed 20 minutes for a presidential address. CBS managed to gain ground on NBC's two-hour comedy block (which contributed the first-, second-, fourth- and 11th-ranked shows of the week) with the second half-hour of 23d-ranked *Simon and Simon* (19/29). But *Simon and Simon*'s second half-hour ratings scored a 21.1/32, opposite NBC's *Night Court's* 21.8/34. *Knot's Landing* on CBS (21.3/36) took the final hour on Thursday.

■ Each network won one hour on Friday, but CBS took the night on the strength of ninth-ranked *Dallas* (23.1/35) from 9 to 10. ABC won from 8 to 9 with *Webster* (16.2/27), as *Twilight Zone* (12.7/20) fell from its season-to-date average of 14.7/25 to post its lowest numbers of the season. NBC took 10 to 11 with *Miami Vice*.

■ On Saturday, NBC's win featured season highs for the 15th-ranked *Facts of Life* (20.8/33), the seventh-ranked *Golden Girls* (23.2/36) and the 20th-ranked *227* (19.7/31), in NBC's 8:30 to 10 comedy block. The *CBS Saturday Night Movie*, "Rocky III," scored a 14.5/23.

■ *Kane and Abel, Part I* delivered Sunday night for CBS, as it won every half-hour from 8 to 11. The mini-series also enjoyed help from its third-ranked lead-in, *60 Minutes* (25.3/38). An *ABC Theater* live presentation, "The Execution of Raymond Garver" posted a disappointing 10.8/16 from 9 to 11, as NBC's "Hostage Flight" came close to the second hour of *Kane*. For the night, CBS had a 23.7/35 and NBC had a 17.9/27.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.7/47
2.	Family Ties	NBC	29.5/43
3.	60 Minutes	CBS	25.3/38
4.	Cheers	NBC	24.7/37
5.	Dynasty	ABC	24.2/37
6.	An Early Frost	NBC	23.3/33
7.	Golden Girls	NBC	23.2/36
8.	Kane & Abel, Part 1	CBS	23.2/34
9.	Dallas	CBS	23.1/35
10.	Miami Vice	NBC	22.1/36
11.	Night Court	NBC	21.7/33
12.	Hostage Flight	NBC	21.5/32
13.	Knots Landing	CBS	21.3/36
14.	Who's the Boss	ABC	21.2/31
15.	Facts of Life	NBC	20.8/33
16.	A Team	NBC	20.1/30
17.	Newhart	CBS	20.0/27
18.	Kate & Allie	CBS	20.0/27
19.	Football, S.F.-Denver	ABC	19.9/32
20.	227	NBC	19.7/31
21.	Highway to Heaven	NBC	19.5/29
22.	Football, Sun. 7 p.m.	NBC	19.1/31
23.	Simon & Simon	CBS	19.0/29
24.	Falcon Crest	CBS	18.9/31
25.	Gimme a Break	NBC	18.9/31
26.	Growing Pains	ABC	18.6/27
27.	Scarecrow & Mrs. King	CBS	18.0/25
28.	Moonlighting	ABC	17.7/26
29.	Hunter	NBC	17.5/29
30.	Hill Street Blues	NBC	16.8/29
31.	Wild Horses	CBS	16.7/26
32.	TV Bloopers & Prac. Jokes	NBC	16.7/23
33.	Amazing Stories	NBC	16.6/24
34.	Webster	ABC	16.2/27
35.	Alfred Hitchcock Presents	NBC	15.9/22
36.	McGyver	ABC	15.8/22
37.	Mr. Belvedere	ABC	15.6/25
38.	Magnum, P.I.	CBS	15.5/23
39.	The Insiders	ABC	15.5/23
40.	Knight Rider	NBC	15.4/25
41.	Remington Steele	NBC	15.1/25
42.	Cagney & Lacey	CBS	15.1/23
43.	Hardcastle & McCormick	ABC	14.6/21
44.	Rocky III	CBS	14.5/23
45.	Riptide	NBC	14.3/21
46.	Hell Town	NBC	14.2/21
47.	Spenser: For Hire	ABC	13.8/23
48.	Equalizer	CBS	13.5/21
49.	Misfits of Science	NBC	13.3/20
50.	St. Elsewhere	NBC	13.2/21
51.	Diff'rent Strokes	ABC	13.2/20
52.	Love Boat	ABC	12.9/21
53.	Twilight Zone	CBS	12.7/20
54.	Airwolf	CBS	12.4/20
55.	20/20	ABC	11.9/20
56.	Charlie & Company	CBS	11.9/17
57.	Benson	ABC	11.7/18
58.	Lady Blue	ABC	11.5/18
59.	North Beach & Rawhide, pt. 2	CBS	11.4/17
60.	George Burns Comedy	CBS	11.1/16
61.	Excution/R. Graham	ABC	10.8/16
62.	Ripley's Believe It Or Not	ABC	10.7/16
63.	Silver Spoons	NBC	10.5/15
64.	North Beach & Rawhide, pt. 1	CBS	9.6/14
65.	Punky Brewster	NBC	9.3/14
66.	Hollywood Beat	ABC	8.8/14
67.	Shadow Chasers	ABC	6.9/10
68.	Our Family Honor	ABC	6.4/10

*indicates premiere episode

N.H. Filed Oct. 30.

- Kittery, Me.—C.G. Associates seeks 105.3 mhz; 3 kw; HAAT: 183.5 ft. Address: P.O. Box 8712, New Haven, Conn. 06531. Principal is owned by Carl Grande and family. It has no other broadcast interests. Filed Oct. 30.
- Cambridge, Md.—CWA Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: 35 Solomons Island Rd., Annapolis, Md. 21401. Principal Charles W. (Hoppy) Adams Jr. and David G. Boschert. Adams is announcer at WANN(AM) Annapolis, Md. Filed Oct. 28.
- Cambridge, Md.—Big Bay Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 15010 Carrolton Rd., Rockville, Md. 20853. Principal is owned by Robert L. Purcell, who has interest in WBZY(AM) New Castle, Pa., which has recently been sold (BROADCASTING, Nov. 11), and WDMV(AM) Pocomoke, Pa. Filed Oct. 28.
- Cambridge, Md.—Taylor Communications Inc. seeks 94.3 mhz; 3 kw; HAAT: 243 ft. Address: 38 New York Ave., Washington D.C. 20002. Principal is owned by Adrian Taylor, who has no other broadcast interests. Filed Oct. 25.
- Cambridge, Md.—Meredith M. Steel seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 230, Queenstown, MD. 21658. Principal has no other broadcast interests. Filed Oct. 28.
- Cambridge, Md.—Shore Broadcasting Inc. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: Brooks Rd., Woolford, Md. 21677. Principal is owned by Carolyn Cooper, who has no other broadcast interests. Filed Oct. 28.
- Cambridge, Md.—D'Adamo Communications seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25, Route 1, East New Market, Md. 21631. Principal is owned by Phillip G. D'Adamo, former owner of WTCD-FM Federalsburg, Md. Filed Oct. 28.
- Blackduck, Minn.—Community Services seeks 900 khz: 5 kw-D. Address: P.O. Box 70, 56630. Principal is owned by Roger E. Paskvan, who has interest in KMGM(AM) Montevideo, Minn. Filed Nov. 4.
- Wingate, N.C.—Wingate College, Inc. seeks 91.9 mhz; 10 kw; HAAT: 149 ft. Address: c/o Gary Smithwick, 1320 Westgate Dr., Winston-Salem, N.C. 27103. Principal is educational institution, headed by Jarvis. A. Warren, chairman. It has no other broadcast interests. Filed Nov. 8.
- Killington, Vt.—Killington Broadcasting Ltd. seeks 105.3 mhz; 11 kw; HAAT: 884.5 ft. Address: Box 34, HCR 70, Plymouth, Vt. 05056. Principal is owned by Daniel W. Ewald (20% gen. part.) and Walter J. Sczuldo (80% lim. part.). It has no other broadcast interests. Filed Oct. 30.
- Killington, Vt.—Killington Mountain Broadcasting Co. seeks 105.3 mhz; 1.1 kw; HAAT: 2561 ft. Address: 305 Prospect Ave., Princeton, N.J. 08540. Principal is principally owned by Judith E. Leech and her brother, Michael, and his wife, Barbara. Filed Oct. 30.
- Killington, Vt.—Radio Group Inc. seeks 105.3 mhz; 1.15 kw; HAAT: 790 m. Address: 194 Adams St., Rutland, Vt. 05701. Principal is owned by Lawrence D. Cohen, who is also app. for LPTV's in Rutland and White River Junction, both Vermont. Filed Oct. 30.
- Killington, Vt.—Green Mountain Broadcasting Co. seeks 105.3 mhz; 1.15 kw; HAAT: 790.3 m. Address: 51 Heater Rd., Lebanon, N.H. 03766. Principal is owned by Gary Elfstrom (20% gen. part.) and limited partners, Elio Betty and Hugo S. Puglia (40% each). It has no other broadcast interests. Filed Oct. 30.
- Killington, Vt.—Albert E. Gary seeks 105.3 mhz; 1.15 kw; HAAT: 2,613 ft. Address: 189 Kenyon St., Hartford, Conn. 06105. Principal has no other broadcast interests. Filed Oct. 29.
- Killington, Vt.—Killington Community Broadcasting Corp. seeks 105.3 mhz; 1 kw; HAAT: 2,590 ft. Address: P.O. Box 222, Randolph Center, Vt. 05061. Principal is owned by Edward H. Stokes, who, with his wife, Margaret owns WCVR-AM-FM Randolph, Vt. Filed Oct. 30.

New TV

- Dothan, Ala.—Broadcast Associates Inc. seeks ch. 60; ERP: 32.54 kw visual; 22.54 kw aural; HAAT: 1,756 ft.; ant. height above ground: 1,794 ft. Address: P.O. Box 6904, 36302. Principal is owned by Charles Max McGowan, who has interest in WOOF-AM-FM Dothan, Ala. Filed Nov. 12.
- Butte, Mont.—Montana Western Corp. seeks ch. 18; ERP vis. 3,000 kw; aur. 300 kw; HAAT: 1,939 ft.; ant. height above ground: 170 ft. Address: 4058 Ella Dr., Great Falls, Mont. 59405. Principal is owned by Bud Clark, who has no other broadcast interests. Filed Nov. 7.
- Llano, Tex.—Llano Broadcasting Co. seeks ch. 14; ERP vis. 3236 kw; aur. 324 kw; HAAT: 896 ft.; ant. height above ground: 474 ft. Address: 109 E. Main St., Llano, Tex. 78643. Principal is principally owned by Judge A.W. Mousund and his wife, Mary. It has no other broadcast interests. Filed Nov. 5.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

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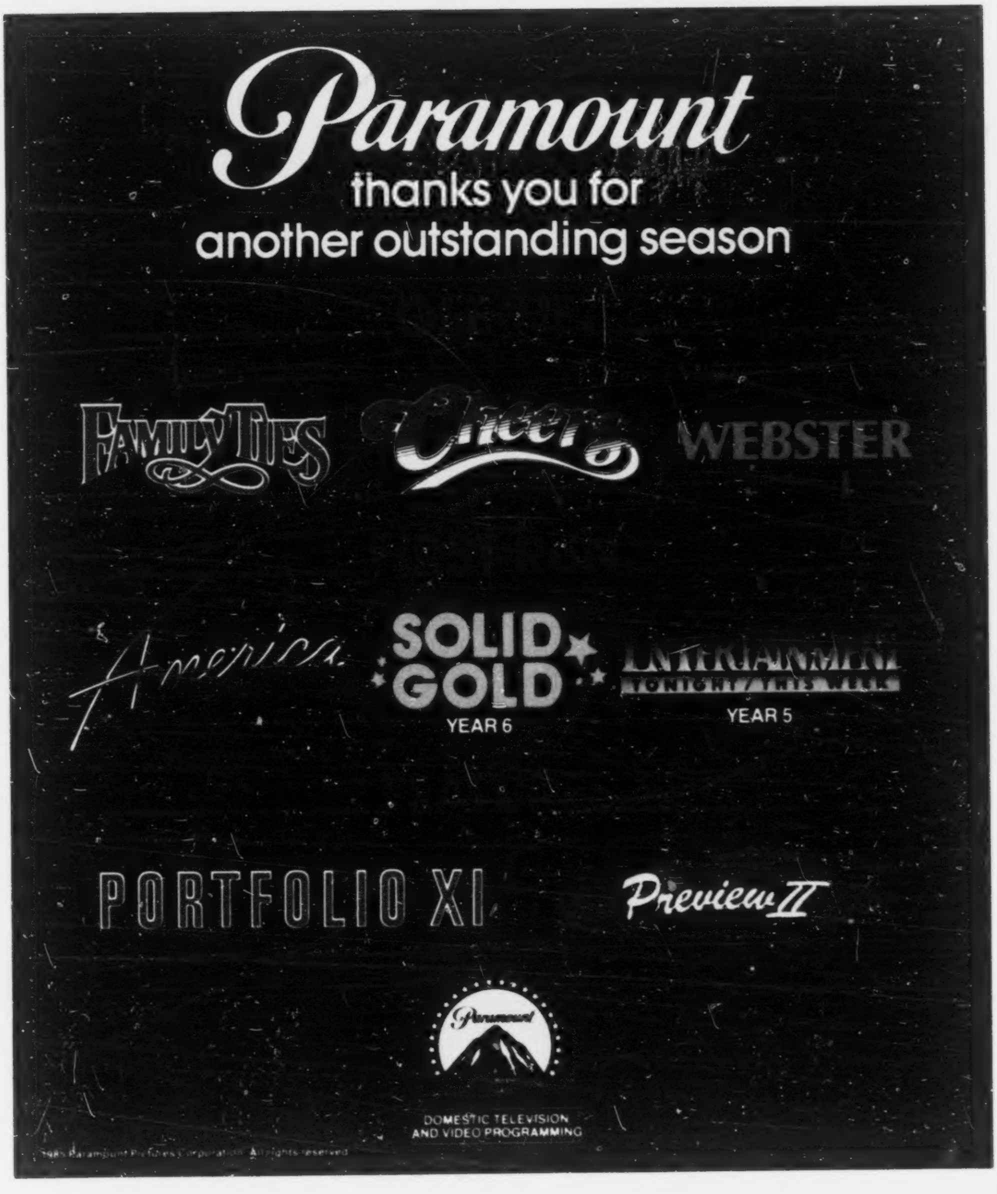
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55th Year 1985

"All ahead slow"

"At Large"

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Vol. 109 No. 23

Broadcasting Dec 2

Cable wraps up a dynamite year
KKR/Storer gets green light from FCC
'At Large' with ABC's Roone Arledge

ON A ROLL □ Cable television industry is wrapping up a bullish year, with financial and industry observers high on its potential. **PAGE 35.** BROADCASTING ranks the top 50 MSO's on **PAGE 37** and the basic and pay programing services on **PAGE 38.**

HEAVENLY TROUBLES □ Eastern Microwave filing at FCC detailing interference it suffered in October may be sign of greater interference problems caused by earth-based technology in space. **PAGE 39.**

ANOTHER MERGER □ FCC approves KKR buy of Storer but does not grant all the waivers the companies asked for. Storer will have to sell its Toledo, Ohio, station. Other television stations or a number of cable systems will also have to be sold. **PAGE 40.**

SHOT DOWN □ Federal judge rules against filmmaker George Lucas in Star Wars suit, saying he has "no property right in the English language." **PAGE 42.**

VIEW FROM THE TOP □ Roone Arledge, president, ABC News and Sports, surveys his team's players and some industry plays in a BROADCASTING interview "At Large." **PAGE 46.**

TO THE COAST □ Western Cable Show this week in Anaheim, Calif., will allow cable operators to catch up on what has been a busy news year, with panel sessions reflecting those issues. **PAGE 68.** A rundown of the agenda and a listing of exhibitors runs from **PAGE 68 to 82.**

IN THE VIDEO STORE □ Program distributors are combing their production vaults in search of television programing suitable for home video fare, with "cult" material and special programing already showing up on retail shelves. **PAGE 84.**

UP AND RUNNING □ Showtime launches pay-per-view service, third such service to go into operation this year. **PAGE 86.**

NUMBER TWO □ CBS takes ninth week of prime time season, its second weekly victory, on the strength of its Sunday-night fare and the mini-series *Kane & Abel*. **PAGE 87.**

REP SHAKEOUT □ Unprecedented activity with mergers and leveraged buyouts leaves rep business in a state of change. **PAGE 93.**

PUBLIC OFFERING □ A number of Fifth Estate companies, taking advantage of recent bullish market, are making public offering statements. **PAGE 95.**

BEHIND THE SCENES □ Everett Erlick has helped build ABC from a fledging broadcast network into one of the Fifth Estate's major companies. **PAGE 96.**

ELECTORAL CHANGES □ Commission on National Elections, independent study panel, says electoral process is not in need of wholesale reform. There are, however, words of warning for the media. **PAGE 100.**

ROCKIN' □ Around-the-clock music programing has become a success, in part through the efforts of the Satellite Music Network's John Tyler. **PAGE 127.**

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BROADCASTING's Top 50 MSO's

Twice a year BROADCASTING calculates the top 50 cable television MSO's. The ranking is based on the number of basic subscribers. Also listed are the number of homes passed, basic penetration percentage, pay units and the number of homes in all the company's franchises.

	Company	*Basic subscribers*	*Homes passed*	*Basic penetration*	*Pay units*	*Total homes in all franchises*
1.	TCI (Dec. 31)	3,578,000	6,297,000 est.	56.8%	2,612,000	NA
2.	ATC (Dec. 31)	2,500,000	4,500,000	55.5	2,300,000	NA
3.	Group W	2,095,000	3,883,000	54.0	1,523,000	NA
4.	Cox	1,768,742	2,702,501 (Dec. 31)	65.4	1,412,371	NA
5.	Storer	1,521,000	2,684,000	56.7	1,379,000	3,096,000
6.	Warner Amex	1,158,805	2,291,514	50.6	802,076	NA
7.	Continental	1,093,000	1,970,000	55.5	1,252,000	NA
8.	United	948,533	1,658,630	57.2	807,836	1,708,897
9.	Newhouse	936,401	1,512,981	61.9	1,004,130	NA
10.	Times Mirror	864,853	1,667,822	51.9	688,248	NA
11.	Viacom	800,000	1,476,100	54.2	645,000	NA
12.	UA Cablesystems	720,000	1,195,000	60.3	583,000	NA
13.	Sammons	683,856	1,114,445	61.4	628,789	NA
14.	Heritage	601,601	1,376,789	43.7	540,441	NA
15.	Cablevision	592,000	1,192,000	49.7	1,758,000	NA
16.	Jones Intercable	578,105	911,456	63.4	418,560	NA
17.	Rogers	568,277	1,202,734	47.2	688,188	NA
18.	Comcast	512,000	900,000	56.9	520,000	NA
19.	Telecable	456,227	776,308	58.8	NA	NA
20.	McCaw	380,379	615,000 (May)	61.9	244,541	NA
21.	Cablecom	376,000	581,000	64.7	252,000	589,000
22.	Prime Cable	349,854	709,803	49.3	402,391	500,000
23.	Wometco	312,013	562,652	55.5	233,122	NA
24.	American Cablesystems	310,866	553,970	56.1	410,700	613,700
25.	Century (May)	310,000	450,000 est.	68.9	200,000	NA
26.	Centel	309,996	493,501	62.8	237,249	NA
27.	Daniels	292,392	575,578	50.8	365,893	NA
28.	Cablevision Industries	282,948	303,508	93.2	191,757	412,500
29.	TCA Cable TV	280,000	375,000	74.7	105,600	395,000
30.	Multimedia	271,282	520,201	52.1	259,129	521,000
31.	Falcon	262,541	434,832	60.4	205,184	511,000
32.	Scripps Howard	234,584	464,741	50.5	287,188	NA
33.	Tribune	231,000	525,000	44.0	229,000	770,000
34.	Maclean Hunter	230,497	454,700	50.7	302,050	467,000
35.	Colony	220,273	410,974	53.6	229,592	470,800
36.	Service Electric	210,000	300,000	70.0	75,000	NA
37.	Adelphia	202,607	296,529 est.	68.3	190,707	NA
38.	Rollins	201,111	319,922	62.9	164,422	
39.	Communication Services	175,000	NA	NA	NA	NA
40.	Western	172,600	242,100	71.3	91,000	NA
41.	Cablentertainment	167,447	218,778	76.5	83,100	NA
42.	Sutton Capital	162,252	299,957	54.1	171,427	NA
43.	Adams Russell	147,096	254,098	57.9	138,643	304,003
44.	Harte Hanks	141,000	305,070	46.2	121,049	354,873
45.	McDonald (May 1983)	139,585	179,789	77.6	87,028	NA
46.	Rifkin & Assoc.	136,675	232,408	58.9	90,532	NA
47.	New York Times	128,500	234,280	54.8	127,198	234,280
48.	Harris	119,901	219,645	54.6	64,924	NA
49.	Lenfest	117,262	237,953	49.3	106,335	300,000est.
50.	Harron	116,048	180,828	64.2	86,146	207,131

Group W and a large portion of Tribune's systems are for sale. Cox basic subscribers includes 301,808 tiered subscribers. Kohlberg Kravis Roberts & Co has bought Wometco and Storer, which combined would given KKR ownership over 1,833,013 basic subscribers, 1,612,122 pay subscribers with 3,246,652 homes passed. Some systems will have to be sold, however, because of crossownership restrictions (see page 40). Cablecom has been bought by the Washington Post. All figures are for the end of September or October—depending upon each company's accounting period—unless otherwise noted.

Cable programing services at a glance

The following chart shows the latest subscriber counts, except where noted, for the basic and pay cable programers. The largest percentage increases over the past 18 months occurred below the top three basic services, suggesting growth among them—ESPN, WTBS and Cable News Network—is reaching the saturation point. Among those showing the biggest gains are Black Entertainment Television (90.6%), Arts & Entertainment (66.7%), The Weather Channel (58.3%), CNN Headline News (57.3%) and The Nashville Network (51.6%). The Odyssey Network, a music video network, and SIN, a Spanish-language network, are not included on the chart because they are carried on broadcast stations as well as cable systems and do not break out their cable subscribership. Odyssey reports 55.1 million broadcast and cable households, while SIN reports 36.9 million.

Basic cable programing status report

Service	*Systems*	*Nov. 85 subs*	*May 84 subs*	*Pct. change*
ESPN	10,500	37,000,000	31,800,000	+16.4
WTBS	10,030	35,219,000	31,006,000	13.6
Cable News Network	8,669	33,501,000	28,816,000	16.3
USA Network	6,500	30,900,000	23,000,000	34.3
CBN	6,288	30,065,000	23,000,000	30.7
MTV	3,385	27,800,000	21,800,000	27.5
Nickelodeon	4,200	26,200,000	19,300,000	35.8
Nashville Network	3,200	24,100,000	15,900,000	51.6
Lifetime	2,600	24,000,000	18,600,000	29.0
C-SPAN	2,000	23,000,000	17,000,000	35.2
Financial News Network	1,200	19,300,000	16,400,000	17.7
Weather Channel	1,852	19,000,000	12,000,000	58.3
Arts & Entertainment	1,980	17,500,000	10,500,000	66.7
CNN Headline News	2,934	17,180,000	10,921,000	57.3
WGN	7,061	16,861,000	13,690,130	23.1
PTL	1,304	13,000,000	10,000,000	30.0
Black Entertainment TV	550	12,200,000	6,400,000	90.6
Satellite Program Network	600	11,900,000	11,000,000	8.1
Modern Satellite Network	510	10,118,700	9,700,000	4.3
VH-1	718	8,900,000	—	—
Silent Network	242	7,200,000	—	—
Home Shopping Network	328	6,500,000	—	—
Learning Channel	700	6,300,000	4,499,700	40.0
Trinity	410	5,896,000	4,057,000	45.3
Country Music TV	335	5,700,000	—	—
WOR	1,576	5,600,000	6,605,000	-15.2
Eternal Word TV Network	275	4,000,000	2,400,000	66.7
Acts Satellite Network	200	3,500,000	—	—
WPIX	152	2,045,000	850,000	140.6
KTVT	73	1,594,000	—	—
National Christian Network	90	1,280,000	1,200,000	6.7
Genesis	20	670,000	300,000	123.3

Pay cable programing status report

Service	*Systems*	*Nov. 85 subs*	*May 84 subs*	*Pct. change*
HBO (Jan. 1)	6,900	14,500,000	13,500,000	+7.4
Showtime (Jan. 1)	3,200	5,400,000	5,400,000	0
Cinemax (Jan. 1)	3,200	3,300,000	2,700,000	22.2
The Movie Channel (Jan. 1)	3,000	3,200,000	3,100,000	3.2
Disney	2,500	2,342,000	1,005,000	133.0
Playboy	500	720,000	684,000	5.3
Bravo	240	350,000	211,000	65.9
Home Theater (April 1)	400	300,000	275,000	9.1
American Movie Classics	140	270,000	—	
Galavision	230	160,000	130,000	23.1

knowledged that such a system has yet to be developed. "It's impossible today to have the ultimate order-taking system in place," he said. But there are enough order entry and billing system alternatives available to cable operators, he said, to make PPV "a viable business" today, without the "ultimate" system. "Our position has always been: Start the business and get it to customers," he said. Kurnit said the network will continue to work on developing an automated order entry system, and cited ongoing tests between Viacom and Pacific Bell in some West Coast systems owned by the MSO, as well as a trial with Pioneer in Viacom's Akron, Ohio, system which is focusing on so-called "store forward" technology.

VC is beaming its programing to cable systems via Satcom III-R, said Kurnit, and, like its competitors, The People's Choice and Request Television, is using M/A-Com's Videocipher II scrambling.

As of last Wednesday (Nov. 27), VC was beaming its programing (initially, the net- a week, shown several times a day) to four Viacom systems, with a total basic subscriber universe of 140,000, in Nashville, Cleveland, East Bay, Calif., and Pittsburg, Calif. Systems with another 350,000 subscribers have also affiliated with Viewer's Choice, including Warner Amex's Qube systems, and will be added to the satellite network over the next several months. Until those systems are on the satellite, they will receive the PPV programing via videocassette.

Several studios have agreed to supply

Ninth week of season: second win for CBS

Buoyed by good ratings performances of the final two parts of the mini-series *Kane and Abel* and by a strong Sunday night, CBS was a winner of the ninth prime time week of programing this season with an 18 average rating and a 27.2 average share, based on Nielsen's National Television Index. NBC had a 17.8/27, and ABC a 14.7/22 for the week of Nov. 18-24.

Although the CBS victory increased its season-to-date average ratings since the eighth week by only .1, its Nielsen November sweep average was increased by .3. By the end of the ninth week, sweep averages stood at: NBC-17.8, CBS-17.3 and ABC-15.9. In season-to-date averages, NBC had an 18.1, CBS 16.9 and ABC a 14.8.

Kane and Abel, with seven hours and three parts, averaged 22.7/33 overall, and helped deliver three nightly victories (Nov. 17-19) for CBS—Sunday of the preceding week, and Monday and Tuesday of last week. The mini-series's second part on Monday (23.4/34) ranked seventh and its third part on Wednesday ranked 12th. CBS also won Friday. The Monday night win was the highest average rating for a network on that night during the season so far (21.8/31). NBC had wins on Thursday and Saturday and ABC was a winner on Wednesday.

HUT's for the week were up 9% this year, at 66.4, from a 60.8 during the same week a year ago. Three-network ratings were up 6% from last year's 47.7, at 50.5 this year. But three-network shares were down 3% from last year's 77.9 to 75.9 this year.

■ On Monday, *Kane and Abel, Part 2* (23.4/34) won the 9-11 p.m. time period. ABC's *Monday Night Football* (19.4/29), in which the Washington Redskins won 23-21 over the New York Giants, ranked second from 9:30 to 11 p.m.; at 9-9:30 p.m., the *NBC Monday Night Movie*, "Dumbo," was second. "Dumbo" also won at 8-9 p.m. NBC shifted its Monday movie from 9-11 p.m. to 8-10 p.m., and moved *TV's Bloopers and Practical Jokes* (13.8/21) to 10-11 p.m.

■ On Tuesday, *Kane and Abel, Part 3* scored a 21.4/32 and dominated 9-11 p.m. At 9-10 p.m., *Moonlighting* (17.4/25) on ABC placed second behind it, and at 10-11 p.m., *Remington Steele* (13.8/22) on NBC was second. ABC won 8-9 p.m., with 16th-ranked *Who's the Boss* (20.6/30) and 24th-ranked *Growing Pains* (18.8/27). Also at 8-9 p.m., NBC's 21st-ranked *A Team* scored a 19.2/28 and CBS's *We Are the World: A Year of Giving*, the week's replacement for *Hometown*, scored an 11/16.

■ With the two *Dynastys* dominating 9-11 p.m. on Wednesday for ABC, NBC was a winner at 8-9 p.m. with *Highway to Heaven* (20.7/31). ABC's *The Insiders* (13.5/30) was second at 8-9 p.m. At 9-10 p.m., a *CBS Special Movie Presentation* (13/19), "Lost in London," running in place of one-and-a-half-hours of canceled programing (*Stir Crazy* and *George Burns Comedy Week*), and *Charlie and Company* outperformed the season-to-date average for the three shows. *St. Elsewhere* (13.7/22) placed second at 10-11 p.m.

■ On Thursday, NBC had a win that included the number-one-ranked *The Cosby Show* (35.3/51), as it posted the strongest ratings for a regularly scheduled series episode since Jan. 3, 1981, when *Dallas* had a 36.4/58. *Family Ties* ranked second with a 32.2/46. Beginning at 9 p.m., the three networks carried a presidential address; CBS and ABC offered analysis, following the speech, until 10 p.m., but NBC resumed its regular schedule at 9:52 p.m., with 11th-ranked *Cheers* (21.9/33). It carried *Hill Street Blues* beginning at 10:22 p.m. NBC's 25.8/38 for Thursday was the highest-rated night for a network in the week. ABC's 8.3/12.2 on Thursday was the lowest for a network.

■ For the fourth week in a row, each network won one hour of programing on Friday. It was also the ninth time CBS has won the night overall. ABC won 8-9 p.m. with *Webster* (16.8/27) and *Mr. Belvedere* (17.2/26); CBS won 9-10 p.m. with 10-ranked *Dallas* (22/33), and NBC's fifth-ranked *Miami Vice* (23.7/38) won at 10-11 p.m.

■ Saturday belonged to NBC, with a strong schedule surrounding sixth-ranked *Golden Girls* (23.6/37), at 9-9:30 p.m. NBC took every half-hour of the night with a schedule that included *Gimme a Break* at 8 p.m., 13th-ranked *Facts of Life* (21.1/34) at 8:30 p.m., and *227* (20.1/32) at 9:30 p.m. At 10-11 p.m., *Hunter* scored a 16.2/27. The *CBS Saturday Night Movie*, from 9 p.m. to 11 p.m., scored an 11.7/19.

■ CBS's Sunday schedule, which included the third- and fourth-ranked shows of the week in *60 Minutes* (27.2/40) and *Murder, She Wrote* (25/34), and "Doubletake," combined to win every half hour of programing on the night. The CBS schedule enjoyed a 22-minute football lead-in, which rated 18.9/31. From 8 p.m. to 10 p.m. on ABC, the *ABC Sunday Night Movie*, "Ewoks: Battle for Endor," a Lucasfilms production, rated 18.7/26.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	35.3/51
2.	Family Ties	NBC	32.4/46
3.	60 Minutes	CBS	27.2/40
4.	Murder, She Wrote	CBS	25.0/34
5.	Miami Vice	NBC	23.7/38
6.	Golden Girls	NBC	23.6/37
7.	Kane & Abel, part 2	CBS	23.4/34
8.	Dynasty	ABC	22.4/32
9.	*Dynasty II: The Colbys	ABC	22.3/36
10.	Dallas	CBS	22.0/33
11.	Cheers	NBC	21.9/33
12.	Kane & Abel, part 3	CBS	21.4/32
13.	Facts of Life	NBC	21.1/34
14.	Doubletake, part 1	CBS	21.1/33
15.	Highway to Heaven	NBC	20.7/31
16.	Who's the Boss	ABC	20.6/30
17.	227	NBC	20.1/32
18.	Knots Landing	CBS	19.9/32
19.	Falcon Crest	CBS	19.5/31
20.	Football, N.Y. Giants-Wash.	ABC	19.4/29
21.	A Team	NBC	19.2/28
22.	Dumbo	NBC	19.2/26
23.	Football, Sun. 7 p.m.	CBS	18.9/31
24.	Gimme a Break	NBC	18.8/31
25.	Growing Pains	ABC	18.8/27
26.	Ewoks—Battle for Endor	ABC	18.7/26
27.	Scarecrow & Mrs. King	CBS	18.6/26
28.	Mussolini, part 1	NBC	17.7/26
29.	Moonlighting	ABC	17.4/25
30.	Mr. Belvedere	ABC	17.2/26
31.	Webster	ABC	16.8/27
32.	Commercial Goofs	ABC	16.7/26
33.	Hill Street Blues	NBC	16.3/29
34.	Hunter	NBC	16.2/27
35.	Simon & Simon	CBS	15.6/23
36.	Riptide	NBC	15.4/22
37.	Twilight Zone	CBS	14.5/23
38.	Remington Steele	NBC	13.8/22
39.	TV Bloopers & Prac. Jokes	NBC	13.8/21
40.	Hardcastle & McCormick	ABC	13.8/20
41.	St. Elsewhere	NBC	13.7/22
42.	Bridge Across Time	NBC	13.7/21
43.	The Insiders	ABC	13.5/20
44.	Hell Town	NBC	13.2/19
45.	Airwolf	CBS	13.1/21
46.	Lost in London	CBS	13.0/19
47.	Love Boat	ABC	12.8/22
48.	American Video Awards	ABC	12.7/19
49.	Spenser: For Hire	ABC	12.6/20
50.	Ripley's Believe It Or Not	ABC	12.1/18
51.	Silver Spoons	NBC	11.9/18
52.	Equalizer	CBS	11.8/19
53.	Chase	CBS	11.7/19
54.	We Are the World	CBS	11.0/16
55.	20/20	ABC	10.8/17
56.	Lady Blue	ABC	9.6/15
57.	Punky Brewster	NBC	9.2/14
58.	Summit Analysis	ABC	8.4/12
59.	Hollywood Beat	ABC	8.2/13
60.	Shadow Chasers	ABC	5.7/8
61.	Our Family Honor	ABC	5.6/9

*indicates premiere episode

375 ft. Action Nov. 6.

■ WITU (103.5 mhz) Cobleskill, N.Y.—Granted app. to change TL and change HAAT to 492 ft. Action Nov. 8.

■ WFLR-FM (95.9 mhz) Dundee, N.Y.—Granted app. to change ERP to .778 kw. Action Nov. 4.

■ WMYK (93.7 mhz) Elizabeth City, N.C.—Dismissed app. to change TL and change HAAT to 1,510 ft. Action Nov. 6.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Dismissed app. to change TL; 1,607.2 ft., and make changes in ant. sys. Action Nov. 6.

■ WZZT (103.1 mhz) Johnstown, Ohio—Granted app. to change ERP to 1.5 kw; change HAAT to 444 ft., and make changes in ant. sys. Action Nov. 8.

■ WKYN (97.5 mhz) St. Marys, Pa.—Granted app. to change TL; change ERP to 31.6 kw; change HAAT to 616.64 ft., and change to non-DA ant. Action Nov. 1.

■ *WFCH (88.5 mhz) Charleston, S.C.—Granted app. to change ERP to 29.6 kw; change HAAT to 306 ft., and move SL to Venning Road, Charleston.

■ WGOX (101.7 mhz) Ravenel, S.C.—Dismissed app. to change ERP to 1.32 kw and change HAAT to 482 ft. Action Nov. 6.

■ WZEZ (92.9 mhz) Nashville—Granted app. to change ERP to 100 kw. Action Nov. 14.

■ WAKQ (105.5 mhz) Paris, Tenn.—Granted app. to change ERP to 2 kw and change HAAT to 390.32 ft. Action Nov. 13.

■ KTKS (106.1 mhz) Denton, Tex.—Granted app. to install aux. ant. sys. Action Nov. 7.

■ KLLI (95.9 mhz) Hooks, Tex.—Granted app. to change TL; change ERP to 1.4 kw; change HAAT to 450.02 ft., and make changes in ant. sys. Action Nov. 7.

■ KLLS-FM (100.3 mhz) San Antonio, Tex.—Dismissed app. to change TL and change HAAT to 1,633.44 ft. Action Nov. 6.

■ KEWC (89.5 mhz) Cheney, Wash.—Dismissed app. to change TL; change HAAT to 2,183.85 ft., and make changes in ant. sys. Action Nov. 6.

■ KTCW (98.3 mhz) Pasco, Wash.—Granted app. to change TL and change HAAT to 195 ft. Action Nov. 13.

TV's

■ KVVT (ch. 64) Barstow, Calif.—Granted app. to change ERP to vis. 3,228 kw, aur. 645.6 kw; change HAAT to 1,572 ft.; change ant., and change TL. Action Nov. 4.

■ WLJC-TV (ch. 65) Beattyville, Ky.—Granted app. to change ERP to vis. 1,603.25 kw, aur. 160.32 kw and change HAAT to 200 ft. Action Oct. 31.

In Contest

Review board made following decisions:

■ Honolulu (Lee Optical, et al.) FM proceeding. Scheduled oral argument for Dec. 13 on exceptions to initial decision of ALJ James F. Tierney granting app. of Philip R. Antoine and Lan Thi Vuong-Antoine for new FM station at Honolulu and denying competing apps. of Lee Optical and C.E. Inc. Each party has 20 minutes for argument. Lee Optical and C.E. Inc. may reserve part of their time for rebuttal. By letter, Nov. 8.

■ Troy, Ohio (Land O' Lakes Broadcasting Corp., et al.) AM proceeding. Scheduled oral argument for Dec. 20 on exceptions to initial decision of ALJ John H. Conklin granting apps. of Point Pleasant Broadcasting Co. and Union City Radio and denying competing apps. of Land O' Lakes Broadcasting and Advanced Allied Communications Technologies Inc. Each party has 20 minutes for argument. Land O' Lakes and Advanced Allied may reserve part of their time for rebuttal. By letter, Nov. 15.

■ San Antonio, Tex. (Vela Broadcasting Co., et al.) TV proceeding. Upheld initial decision of presiding ALJ dismissing app. of Salinas-Oatman Corp. for failure to prosecute. By MO&O.

■ San Antonio, Tex. (San Antonio Educational Television Inc. and Hispanic Community Educational TV Inc.) Ed-TV proceeding. Granted joint request for settlement agreement and dismissed app. of San Antonio Educational Television; granted app. of Hispanic Community Educational Television for new noncommercial TV station at San Antonio, and terminated proceeding. By order, Nov. 20.

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al.) FM proceeding. By separate orders: granted motion filed by Seacoast Broadcasting Co. and dismissed its app. with prejudice; granted request by Louise Heifetz and dismissed her app. with prejudice. By orders, Nov. 13 and 14, respectively.

■ San Diego (Catherine Juanita Henry, et al.) FM proceeding. Granted request by Warren Broadcasting Ltd. and dismissed its app. with prejudice. By order, Nov. 20.

■ Shreveport, La. (Attaway Broadcast Group Inc. and Early D. Monroe Jr.) MDS proceeding. Granted motions filed by Attaway and Monroe and dismissed their apps. with prejudice and terminated proceeding. By order, Nov. 15.

■ Reno (Arthur Winburn Saunders Jr., et al.) FM proceeding. Granted motion to enlarge issues filed by Carrillo Broadcasting Co. against R & G Broadcasting to determine facts and circumstances concerning R & G's efforts to ascertain location and suitability of transmitter site proposed by Carrillo, and whether R & G acted in good faith in its filing of pleadings opposing use of such site and, in its submission of amendment, proposing use of Carrillo's transmitter site, and effects thereof on R & G's basic and/or comparative qualifications to be commission licensee. By MO&O, Nov. 13.

■ Reno (Washoe Shoshone Broadcasting, et al.) TV proceeding. Granted request filed by Peavine Inc. and dismissed its app. with prejudice. By order, Nov. 15.

■ Cookeville, Tenn. (Gerald R. Roberts, et al.) TV proceeding. Granted motion by Sandra J. Lewis and dismissed with prejudice apps. of Gerald R. Roberts and Robin J. Brandt for failure to prosecute; granted app. of Lewis for new television station at Cookeville, and terminated proceeding. By order, Nov. 20.

■ Decatur, Tex. (Wise County Messenger Inc., et al.) TV proceeding. Granted joint request for settlement agreements and dismissed apps. of Chavela Broadcasting Inc. and Wise County Messenger with prejudice. App. of Karen L. Hicks will continue in hearing status pending resolution of air hazard issue. By MO&O, Nov. 14.

■ Decatur, Tex. (Karen L. Hicks) TV proceeding. Granted motion by Hicks and resolved air hazard issue in her favor and granted her app. for new TV station at Decatur. By summary decision, Nov. 20.

■ Fort Worth (Alden Television Inc., et al.) TV proceeding. By separate orders: granted voluntary motion and dismissed app. of Quality Broadcasting—Channel 52 with prejudice; granted motion for summary decision filed by Alden Television and resolved air hazard issue in its favor. By orders, Nov. 15 and 13, respectively.

ALJ Thomas B. Fitzpatrick made following decision:

■ San Francisco (RKO General Inc., et al.) AM proceeding. Granted motion of RKO and dismissed with prejudice app. of Horizon Communications Inc. for failure to prosecute. By MO&O, Nov. 12.

Summary of broadcasting
as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

ALJ John M. Frysiak made following decision:

■ Rock Hill, S.C. (Beverly Hills Hotel Corp., et al.) TV proceeding. Granted motion for partial summary decision filed by Neisler Limited Partnership and resoved air hazard in its favor. By MO&O, Nov. 13.

ALJ Byron E. Harrison made following decisions:

■ Kingsland, Ga. (Kingsbay Area Broadcasting Co., et al.) FM proceeding. Granted motion by Kingsbay Area and Kingsland Minority Broadcasters Ltd. and dismissed app. of M & B Broadcasters with prejudice for failure to prosecute. By order, Nov. 18.

■ Memphis (RKO General Inc., et al.) TV proceeding. By separate orders: granted motion of RKO General to enlarge issues against Memphis Telecasters Ltd. to determine whether Memphis is financially qualified to construct and operate its proposed facility, engaged in misrepresentation or was otherwise lacking in candor in certifying its financial qualifications in its original app. and/or its amendment, and in light of evidence adduced, whether Memphis possessed basic and/or comparative qualifications to be commission licensee; granted petition filed by Professional Broadcast Group Inc. and dismissed its app. with prejudice; granted motion for partial summary decision filed by Shelby Broadcasting and resolved cost and financial cost issues in its favor. By MO&O, and orders, respectively, Nov. 18.

■ Newcastle, Wyo. (B & B Communications and Thomas A. Voss Enterprises Inc.) FM proceeding. By judge's own motion dismissed with prejudice apps. of B & B and Voss Enterprises for failure to prosecute and terminated proceedings. By order, Nov. 18.

ALJ Edward Luton made following decisions:

■ Tice, Fla. (Florida Coast Communications Co., et al.) TV proceeding. Granted joint request for settlement agreement and dismissed apps. of Florida Coast, Ralph W. Gabbard, Florida Telecasting Inc. and Reginald L. Duff with prejudice; granted merged apps. of Tice Television Co. and Qualivision of Lee County Inc. for new television station at Tice, and terminated proceeding. By MO&O, Nov. 5.

■ Augusta, Ga., and Clearwater, S.C. (Carpenter Broadcasting Co. and Wafar Communications Inc.) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Carpenter Broadcasting with prejudice; granted app. of Wafar Communications for new FM station at Clearwater, S.C., and terminated proceeding. By MO&O, Nov. 5.

■ Lawton, Okla. (Roni Deann Gardner, et al.) FM proceeding. Granted petition to enlarge issues filed by Gardner against Delbert Francis Ault to determine whether Ault misrepresented availability of transmitter site proposed in his app. and whether he would provide coverage of city sought to be served, and effects thereof on his basic and/or comparative qualifications to be commission licensee. By MO&O, Nov. 6.

■ Charlotte Amalie, V.I. (David A. Rawley Jr., et al.) FM proceeding. Granted motion for summary decision filed by H & M Limited Partnership and resolved air cross-interest issue in its favor. By order, Nov. 4.

ALJ Walter C. Miller made following decisions:

■ Little Rock, Ark. (Mobilfone Communications) PMLS proceeding. Granted petition by Mobilfone and dismissed its apps. for new facilities at West Memphis and Russellville, Ark., with prejudice. By MO&O, Nov. 8.

■ Gainesville, Fla. (American Communications and Television Inc., et al.) TV proceeding. Granted joint petition for settlement agreements and dismissed apps. of Gainesville Television Group Inc., Central Florida Broadcasting Corp., Benjamin T. Perry and Gainesville Telecasters Ltd. with prejudice. By MO&O, Nov. 14.

■ Emporia, Kan. (Telecommuniations Systems Inc. and Microband Corp. of America) MDS proceeding. Granted joint request for approval of agreements and dismissed app. of Telecommunications Systems with prejudice; granted app. of Microband, and terminated proceeding. By MO&O, Nov. 20.

■ Blanco, Tex. (Opal Chadwell, et al.) TV proceeding. Granted Chadwell's second petition to enlarge issues against Dorothy O. Schulze and Deborah Brigham to determine whether Schulze and Brigham have violated commission rules by failing to keep information in their app. accurate and complete or to report substantial changes which may be of decisional significance and to determine whether Schulze and Brigham misrepresented or lacked candor when they reported other broadcast ownership interest of Schulze, and, if so, effects of these issues on their basic and comparative

C1750-1

The Fifth Estate

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Cable's week out West

Vol. 109 No. 24

Broadcasting Dec 9

Sauter in, Joyce out at CBS News
November sweeps results
Western Cable Show wrap-up

CBS CHANGES ☐ CBS announces management changes and reassignments; Sauter returns to run CBS News. **PAGE 39.**

NEWS PRODUCT ☐ ABC unveils plans for Ku-band regional news services built around affiliates. **PAGE 40.**

IN THE HUNT ☐ Real estate corporation buys stock and options for further purchases in Viacom. **PAGE 40.**

CABLE COVERAGE ☐ Crowds and exhibitors may have been smaller, but confidence in the cable industry ran high at the Western Cable Show last week. **PAGE 42.** Wall Street generally bullish on cable companies. **PAGE 43.** Programers scrambling plans set for next year. **PAGE 44.** Optimism is evident that pay-per-view can make a difference as more programers enter the fray. **PAGE 44.** Full fallout of Quincy must-carry decision still being debated. **PAGE 45.** NBC extends deadline for commitments for its cable news service until Jan. 31. It now has 2 million and wants 13.5 million before it goes ahead with service. **PAGE 46.**

NOVEMBER SWEEPS ☐ NBC comes out on top in the November sweeps, with average 17.8 rating and 27 share. **PAGE 50.** Competition in the top nine markets—New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Detroit, Dallas and Washington—is analyzed on **PAGES 52-64.**

NAME OF THE GAME ☐ BINGO is the new set of letters television stations hope will spell programing success. **PAGE 64.**

BLAIR BUY ☐ Radio representation firm John Blair & Co. purchases two others, Selcom Radio and Torbet Radio. **PAGE 70.**

SOUNDS GOOD ☐ Advertising on radio will show 12% increase for 1985, predicts Radio Advertising Bureau President Bill Stakelin. **PAGE 74.**

TICKING ☐ The time is coming for split-30 and 15-second TV commercials, according to study released by Television Bureau of Advertising. **PAGE 78.**

STATION SUED ☐ Investigative report by WJLA-TV Washington provokes lawsuit by Luskin's Inc., area appliance chain. **PAGE 82.**

MAYBE NEXT YEAR ☐ Senate postpones action on legislation that included provision expanding equal time section of political broadcasting law. **PAGE 90.**

ON COURSE ☐ Acting FTC Chairman Terry Calvani affirms that commission will maintain status quo. **PAGE 91.**

NUMBERED SEATS ☐ Reaction split on draft proposal to trim radio board of NAB. **PAGE 94.**

ANOTHER FRONT ☐ Home earth station owners to do battle with basic cable scramblers. **PAGE 94.**

SUCCESS STORY ☐ Stephen J. Cannell has made the grade in the world of television production. **PAGE 119.**

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lowed with a 7.7/17 Arbitron. According to Nielsen, however, *Too Close for Comfort* ranked first at 5 p.m., with a 9.1/20, while *People's Court* was second, with a 8.9/20, and *Jeopardy* third, with a 7/15.

From 5:30 to 6 p.m., WBZ-TV's *Live on 4* averaged a 10.7/21 in Arbitron, ahead of *Wheel of Fortune* on WNEV-TV, which had a 10.2/20, and *All in the Family* on WCVB-TV, with a 9.1/18 Arbitron. In Nielsen, however, *Wheel of Fortune* received a 10.6/20, edging out *Live on 4*, which had a 10.5/20. *All in the Family* had a 9.9/19 in Nielsen.

For the independent stations during that time, *Happy Days Again* on WLVI-TV received a 4/8 in Arbitron and a 3.7/7 in Nielsen. *Quincy* (5-6 p.m.) on WSBK-TV received a 3.2/7 in Arbitron and 2.3/5 in Nielsen for

NBC claims Thanksgiving victory with return of Perry Mason

A made-for-television movie based on the old Perry Mason series demonstrated the ratings strength of nostalgia and helped earn NBC its sixth weekly prime time victory in the 10 weeks of the season so far. NBC ended the week of Nov. 25-Dec. 1 with an 18.2 average rating and a 28 average share. CBS was second with a 16.3/25 and ABC was third with a 14.4/22.

Perry Mason Returns, The NBC Sunday Night Movie (27.2/39), starring Raymond Burr, was the week's top-rated show, followed by CBS's ***60 Minutes*** (26.7/38). ***Mussolini: The Untold Story***, whose three parts and seven hours averaged a 23/35, overcame its rough start on Sunday, Nov. 24, when it placed third for the night and failed to win a single half hour. On Monday, Nov. 25, part two (19.4/29) delivered the second hour it was on the air (10-11 p.m.) and on Tuesday, Nov. 26, part three (19.6/29) won its entire time period (9-11 p.m.) to help give NBC that night.

The NBC victory also came despite the normal case of the post-turkey television blahs across the country on Thanksgiving Thursday (Nov. 28). NBC's Thursday, often the strongest night for any network in a week, still produced three of the week's top 10; its average rating (19.8/34), however, fell below its season-to-date average for the night (23/35.4) to a season low. It was also only the second time this season that ***The Cosby Show*** was not number one among shows. ***Family Ties*** (25.9/44), usually number two in weekly competition, fell to fifth for the week. Both shows were repeats.

Noting that HUT levels for Thanksgiving night are traditionally off by 10%-15%, NBC's Gerry Jaffe, vice president for research projects, said that from 8 p.m. to 9 p.m., HUT's were at 57, and from 9 p.m. to 10 p.m., they were at 60. Normally for those time periods, he said, HUT's would be at approximately 65-67. From 10 p.m. to 11 p.m., HUT's were 56.1, near their normal level. The HUT level for the night as a whole was 57, compared to a normal of 65 for a Thursday.

HUT's for the week were 64.2, up a modest 1% from a 63.8 for the same week a year ago. Combined network ratings were 48.9, down 1% from a year ago, and combined network shares were 76.1, off 2% from a 77.5 a year ago.

■ CBS was a winner on Monday when ***Kate and Allie*** (21.7/30) and ***Newhart*** (21.7/31) tied for eighth for the week and swept the 9-10 p.m. period. Their lead-in, ***Scarecrow and Mrs. King*** (16.4/24), also won its time period. The 18th-ranked second part of ***Mussolini*** won from 10 p.m. to 11 p.m.

■ Running second to part three of the NBC mini-series on Tuesday was CBS's ***Doubletake***, part two (18.7/28), whose two parts averaged 19.9/31. Part one of the four-hour movie beat ***Mussolini***, part one, on the previous Sunday (Nov. 24). Eleventh-ranked ***Who's the Boss*** (20.8/30) and 22d-ranked ***Growing Pains*** (18.7/27) won for ABC from 8 to 9 p.m.

■ ABC took Wednesday with a special edition of the 19th-ranked ***Dynasty II: The Colbys*** (19.3/30) at 9-10 p.m., and the 13th-ranked ***Dynasty*** (20.6/34) at 10-11 p.m. NBC's now-cancelled ***Helltown*** was second at 9-10 p.m. with a 15.1/24. From 10 p.m. to 11 p.m., ***St. Elsewhere*** (14.2/23) and the second hour of a ***CBS Special Movie Presentation***, "Airplane II: The Sequel," ran neck and neck. ***Highway to Heaven***, 14th for the week, took 8-9 p.m.

■ Opposite the NBC Thursday comedy block, a ***CBS Special Movie Presentation***, "High Road to China," scored a 13.1/22 to place second at 8-9 p.m. The movie starred Tom Selleck, star of ***Magnum, P.I.***, which usually airs on CBS at 8-9 p.m. In its regular time period, 9-10 p.m. on Thursday, ***Dynasty II: The Colbys*** (13/22) ran third against the second hour of the CBS movie and 10th-ranked ***Cheers*** (21.6/36) and ***Night Court*** (19.9/33) on NBC. At 10-11 p.m., ***20/20*** (16.6/30) on ABC beat out a repeat of ***Simon and Simon*** (15.1/27) on CBS and a ***Patti Labelle Special*** (13.4/22) on NBC.

■ Despite a sixth-ranked performance by ***Miami Vice*** (24.3/41), with its highest share level ever, CBS beat NBC on Friday, Nov. 29, by half a rating point. NBC's ***Misfits of Science*** (14/22), at 9-10 p.m., also posted its best performance since its premiere this season. CBS's Friday featured the 11th-ranked ***Dallas*** (21.4/34) and a winning second half hour of ***Twilight Zone*** (13.7/22) at 8:30-9 p.m. At 8-8:30 p.m., ***Webster*** (13.6/23) won for ABC.

■ Saturday saw NBC dominate 8-10 p.m. with its four-show comedy lineup, anchored by the seventh-ranked ***Golden Girls*** (23.2/37). ***Love Boat*** on ABC took 10-11 p.m. with a 16.1/28. The ***CBS Saturday Night Movie***, "Some Kind of Hero," with Richard Pryor, scored a 12.8/21 to place second at 9-11 p.m. On NBC, at 10-11 p.m., ***American Almanac*** received an 8.4/15.

■ With a 20.5/29 overall, CBS edged NBC's 20/28, for a victory on Sunday. Following a 16-minute football overrun, which rated 16.5/26, CBS had the second- and fourth-ranked shows of the week with ***60 Minutes*** and ***Murder, She Wrote*** (26.4/36). With a lineup preceding it that slowly built ratings, the ***NBC Sunday Night Movie*** continued to grow in ratings. On ABC, a three-hour ***American Bandstand*** retrospective rated a 16.6/23.

Rank	Show	Network	Rating/Share
1.	Perry Mason Returns	NBC	27.2/39
2.	60 Minutes	CBS	26.7/38
3.	The Cosby Show	NBC	26.6/48
4.	Murder, She Wrote	CBS	26.4/36
5.	Family Ties	NBC	25.9/44
6.	Miami Vice	NBC	24.3/41
7.	Golden Girls	NBC	23.2/37
8.	Newhart	CBS	21.7/31
9.	Kate & Allie	NBC	21.7/30
10.	Cheers	NBC	21.6/36
11.	Dallas	CBS	21.4/34
12.	Who's the Boss	ABC	20.8/30
13.	Dynasty	ABC	20.6/34
14.	Highway to Heaven	NBC	20.5/33
15.	Night Court	NBC	19.9/33
16.	227	NBC	19.6/31
17.	Mussolini, part 3	NBC	19.6/29
18.	Mussolini, part 2	NBC	19.4/29
19.	Dynasty II: The Colbys	ABC	19.3/30
20.	Facts of Life	NBC	19.0/31
21.	Doubletake, part 2	CBS	18.7/28
22.	Growing Pains	ABC	18.7/27
23.	Cagney & Lacey	CBS	18.5/29
24.	A Team	NBC	17.9/26
25.	Moonlighting	ABC	17.5/25
26.	Falcon Crest	CBS	17.4/29
27.	Gimme a Break	NBC	16.8/26
28.	Football, Seattle-S.F.	ABC	16.8/28
29.	20/20	ABC	16.6/30
30.	Am. Bandstand Anniversary	ABC	16.6/23
31.	Scarecrow & Mrs. King	CBS	16.4/24
32.	Love Boat	ABC	16.1/28
33.	TV Bloopers & Prac. Jokes	NBC	15.6/23
34.	Alfred Hitchcock Presents	NBC	15.3/21
35.	Crazy Like a Fox	CBS	15.2/21
36.	Simon & Simon	CBS	15.1/27
37.	Hell Town	NBC	15.1/24
38.	Bugs Bunny Special	CBS	15.1/22
39.	Hardcastle & McCormick	ABC	14.5/22
40.	Amazing Stories	NBC	14.5/20
41.	St. Elsewhere	NBC	14.2/23
42.	Misfits of Science	NBC	14.0/22
43.	Airplane II	CBS	13.8/22
44.	Twilight Zone	CBS	13.7/22
45.	Webster	ABC	13.6/23
46.	Knight Rider	NBC	13.4/22
47.	Mr. Belvedere	ABC	13.2/21
48.	High Road to China	CBS	13.1/22
49.	MacGyver	ABC	13.1/21
50.	Dynasty II: The Colbys	ABC	13.0/22
51.	Trapper John, M.D.	CBS	13.0/20
52.	Charlie Brown Special	CBS	12.9/19
53.	Some Kind of Hero	CBS	12.8/21
54.	Ripley's Believe It Or Not	ABC	12.6/18
55.	Patti LaBelle Special	NBC	12.4/22
56.	Airwolf	CBS	12.2/20
57.	Spenser: For Hire	ABC	12.2/19
58.	Charlie & Company	CBS	11.8/19
59.	Silver Spoons	NBC	11.5/16
60.	Lady Blue	ABC	10.6/17
61.	Punky Brewster	NBC	10.0/15
62.	Fall Guy	ABC	9.3/15
63.	Diff'rent Strokes	ABC	9.3/15
64.	George Burns Comedy	CBS	9.2/15
65.	Benson	ABC	9.2/14
66.	American Almanac	NBC	8.4/15
67.	Shadow Chasers	ABC	6.2/11
68.	Our Family Honor	ABC	5.7/10

*indicates premiere episode

stores, state lotteries, music stores, floor-covering stores and menswear stores," said Stakelin. He added that auto dealers, traditionally one of radio's top retail clients, have increased their radio advertising by 40.3% during the first nine months of 1985 over the comparable period of a year ago.

Stakelin also noted that banks and local soft drink bottlers are also using more radio today. (Data was gathered from various sources.)

The RAB head said the radio industry is currently undergoing its "first generational transformation." The business, which is only 60 years old, is losing its founding generation of showmen and entrepreneurs. They are being replaced with professional managers, said Stakelin. However, he said radio is not losing its adventurers. "I think that the forms of innovation are changing, but the spirit in radio remains the same."

Stakelin said that this "generational change" coincides with changes in economics and government regulation affecting radio, making it what he calls a "two-tiered" industry.

"On one level," said Stakelin, "we have the 'operators' of radio stations who aim to maintain ownership over long periods of time and see themselves as traditional broadcasters. However, 'traders' see radio as an arena for buying and selling, where operations are important only insofar as they sustain or increase the purchase price or profit potential of stations.... We are the beneficiaries of increased investment attention at a time when interest rates are at their lowest point since 1978 and may continue to decrease."

Stakelin observed that nonbroadcasters who invest in radio will be attracted to resale profits at the expense of operations. "Like speculators in co-ops or condos, these investors assume a constant supply of willing buyers to help them take profits by 'flipping' [trafficking] stations. In the interim, they are likely to be very conservative, avoid risks and tightly control the companies." He projected that this activity will occur for at least the next couple of years. "As stations 'flip,' each new owner will pay higher prices and assume an even greater debt-to-equity ratio," said Stakelin.

But he warned that this pattern will "overvalue" radio properties and "scare away" many financiers from entering the radio station marketplace. ☐

Growing popularity of 15-second spots

TVB study tracks increasing use of split 30's and stand-alones, but 30 is still standard length

For all the talk about shorter commercials, the 30-second spot still dominates television advertising. In the first nine months of this year, 85% of all network commercials were 30's, and at the station level the percentage was slightly higher, 88%. Those and other numbers were released by the Television Bureau of Advertising, and are based on data from Broadcast Advertisers Reports (see chart).

But split-30 commercials and, to a lesser extent, stand-alone 15-second spots, are finally showing up on the screen. Of the seven commercial lengths tracked by TVB, 15-second spots showed the greatest percentage increase in the first nine months of this year, compared with the same period in 1984. Their use by the networks during an average week was up 85%, and at the station level, they more than tripled.

The TVB numbers disclose that shorter commercials of all lengths are proliferating. Last year, 20-second commercials appeared only four times on the three networks in the first nine months. This year the number of 20-second appearances so far has risen to 393—still only 1% of all network commercials—but its sudden increase raises the question: Have the networks adopted a 20-second commercial policy?

Robert Blackmore, vice president of sales for the NBC Television Network, told BROADCASTING: "There have always been 20's at the local level, but recently there have been advertisers on the networks who have put together three 20's in a 60-second pod. We have allowed that, but we will not run a 20 and a 10 together."

The growth of split-30's on the networks has increased in the past year to the point that almost one in 10 commercials is now 15 seconds in length, TVB said. But Blackmore disagreed, suggesting the three-network average might actually be closer to one in 15. And the advertiser experimentation with messages of that length has already started to spill over into the national spot market, as shown by the TVB numbers.

But 15-second commercials at the station level still account for only 1% of the total, and most group owners apparently have yet to establish any policies on the subject, being willing to let individual general managers set the limits. The lack of policy even extends in some cases to the pricing of 15-second spots, which are sometimes treated the same as the more common 10-second spot, commanding about 50% to 60% of the price of a 30.

Dennis J. Fitzsimmons, vice president/-operations for Tribune Broadcasting Corp.,

Time gets shorter—the changing lengths of television commercials*

Three networks

Spot length	*# of units during avg. week*	*% increase over same period in 1984*	*% of total units*
10 seconds	75	47.1%	1.5%
15 seconds**	452	85.2%	8.9%
20 seconds	44	****	0.9%
30 seconds	4,307	-4.8%	84.5%
45 seconds	85	-14.1%	1.7%
60 seconds	113	15.3%	2.2%
90-plus seconds	18	-45.5%	0.3%
Total	5,094	0.9%	100.0%

Non-network†

Spot length	*# of units during avg. week*	*% increase over same period in 1984*	*% of total units*
10 seconds	94	5.5%	5.7%
15 seconds**	17	216.4%***	1.1%
20 seconds	2	33.3%***	.1%
30 seconds	1,448	6.3%	87.9%
45 seconds	8	-28.7%	.5%
60 seconds	46	4.9%	2.8%
90-plus seconds	33	.3%	2.0%
Total‡	1,647	6.6%	100.1%

* From Television Bureau of Advertising data supplied by Broadcast Advertisers Reports. Based on results of first nine months of 1984 and 1985.
** Numbers include both stand-alone 15's and split-30's.
*** Estimated, because in 1984 non-network figures, 15-second and 20-second spots were included in same category.
**** In first nine months of 1984 less than one 20-second advertisement appeared during average week.
† BROADCASTING has divided totals by number of top-75-market stations surveyed to account for difference in sample size—303 stations in 1984, 314 stations in 1985.
‡ May not add due to rounding.

said: "We have been taking some integrated [split] 30's, but have not had many requests for individual 15's. I would think if we get to the point where the number of requests becomes significant, certainly we would look at a group policy." Elliott Troshinsky, vice president and general manager of Taft Broadcasting's WCIX-TV Miami, said that of the limited number of requests for split-30's at his station, virtually none have come from local advertisers.

Most stations have computerized traffic and billing systems and would be better equipped to handle a transition to 15-second spots than they were to make the transition to 30-second spots that took place in the late 1960's, said Browning Holcombe Jr., executive vice president of the New York-based representative firm, Independent Television Sales.

But those at the station level said they tried to discourage stand-alone 15's, despite the fact that 10-second ads are not uncommon. A reluctance to encourage stand-alone 15's also applies to at least some of those selling barter spots. Donald Stump, vice president of media sales for Telepictures, said: "Ninty-nine percent of our barter ads are 30-second spots. Basically the policy is we do not accept stand-alone 15's and until things radically change within the industry we will not at this point accept them. For example, we passed on some business in the fourth quarter for stand-alone 15's. We do at the request of certain advertisers accommodate a few split-30's."

The TVB numbers give no indication of what will happen to commercial lengths in the future, but do indicate that the length of commercials, like hemlines, can change with surprising rapidity. Going back 20 years the TVB numbers show that in 1967 only 6% of network commercials were 30's, while at the spot and station level half-minute commercials accounted for only 3% of the total. Within five years the half-minute commercial had increased to make up two-thirds of all television commercials. □

Journalism

TV station sued over news tape

Subject of investigative report says WJLA-TV Washington made and aired audio tapes in violation of state law

One of the principal concerns news media representatives express about suits filed against those in their business is that they tend to chill efforts at hard-hitting journalism.

Now a major television station in Washington, WJLA-TV, contends its investigative zeal—at least as far as a Washington/Baltimore area appliance chain is concerned—has been chilled as the result of a suit the chain filed against the station's licensee, WJLA Inc., claiming a violation of Maryland's wiretapping and surveillance law. WJLA's claim is made in a countersuit it filed against Luskin's Inc. for abuse of process.

The suit and countersuit grow out of a visit paid to Luskin's offices in Baltimore last April 16 by Paul Berry, a WJLA-TV investigative reporter whose forte is righting wrongs allegedly perpetrated on members of the station's viewing audience by business and government. Accompanied by a camera crew and some "dissatisfied" customers, Berry was there, according to papers the station subsequently filed in U.S. district court in Baltimore, to "investigate and attempt to resolve" the complaints.

But the executive being interviewed, Arnold Snyder, director of sales and marketing for Luskin's and a co-plaintiff in the case, "abruptly terminated the interview," according to WJLA's complaint, and directed Luskin's security officials to remove Berry and his crew from the premises. Berry used the material obtained in the interview in a two-part story, broadcast on WJLA-TV's evening newscasts of April 25 and April 26. On the 26th, Berry and WJLA-TV found themselves defendants in a case in which they were being sued for a total of $70 million.

Luskin's claims that Berry violated the state law on wiretapping and surveillance—which requires both parties to a conversation to agree when it is recorded—by taping a conversation with Snyder with a concealed tape recorder.

That is a point in dispute: WJLA says the recorder was in plain view. In any case, the recorder, according to Luskin's, continued to run after Berry, at Snyder's request, ordered the cameras turned off. Luskin's says that WJLA, "in a massive and unprecedented violation of Maryland law," broadcast the contents of the conversation at issue on WJLA-TV at about 6:45 p.m. on April 25.

"By reason of this fraudulent, malicious, willful and illegal conduct," each of the plaintiffs—Luskin's and Snyder—is entitled to $10 million, according to their complaint. The complaint also says each is entitled to $25 million in punitive damages, as well as attorney's fees and costs.

WJLA-TV, on the other hand, says that Snyder understood the meeting with Berry was part of an investigation of Luskin's practices and was intended to produce material for broadcast. "In this regard," WJLA-TV says, "portions of the conversations between Berry, Snyder and the dissatisfied Luskin's customers were recorded, by video and audio equipment, in full view and with the consent of Luskin's employes, including Snyder." But the burden of the counterclaim was the charge that Luskin's suit was "intended to and in fact did harass, intimidate and injure" WJLA-TV and Berry, and was part of "a course of conduct to deprive" WJLA-TV and Berry of their "constitutional and protective rights of free speech and free press." The countercomplaint says the effort succeeded.

WJLA-TV says that Luskin's and Snyder sent it and Berry a telegram on April 26, warning that they would be sued in connection with the two-part story about Luskin's. It adds that on that day, a process server attempted to serve WJLA-TV and Berry with the complaint before the broadcast but did not make service until "immediately after" it. And, the counterclaim alleges, by that "malicious and intentional conduct," Luskin's and Snyder "intimidat[ed] and inhibit[ed] WJLA-TV and Berry from engaging in further investigation, reporting and broadcasting of news stories regarding pending and new consumer complaints about Luskin's."

WJLA-TV and Berry are seeking $500,000 in compensatory damages and $1 million punitive damages. They claim they have suffered economic damage as well as damage to their reputations and business as a result of the counterdefendants' "willful and malicious abuse of process." □

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graming."

Brown contended that the home satellite industry has offered to pay for programing for more than five years but has consistently been rebuffed or ignored by program suppliers and legislators.

"In our view, the attempted imposition of fees by ESPN and CNN for unscrambled signals, which have been negotiated with nobody, is clearly illegal, has no force of law, has no effect and we challenge ESPN and CNN to sue earth station owners," Brown argued. "No suits have been instituted because they know damn well that it is illegal to impose those fees."

He said the home satellite industry is still seeking a guaranteed right of access to satellite-delivered signals that is not contingent on distribution through local cable operators. The latter "want a monopoly on the sale of programing within their franchise areas," including sale to the home dish owner. Brown also complained that only about 10% of the estimated two million dish owners would be able to buy encryption decoders during the first six months of 1985, citing manufacturer production predictions, "effectively denying programing to 90% of the available [dish-owner] audience. That's what the proposed moratorium is all about."

William Johnson, deputy chief of the FCC's Mass Media Bureau, said the FCC "would very much like to see the market given a chance to work its will in the development of a market for buying the services rather than receiving them on an unpaid basis." He said there is "very little sympathy for creating a new compulsory access mechanism" to guarantee backyard dish reception in the future. Johnson urged that the cable industry get on with its scrambling plans "so that there can be [program reception] protection and tensions won't be created."

The commission should be taking action "in the relatively near future" regarding federal preemption of local zoning authority on the matter of satellite dish placement. He said the decision "is virtually all drafted" but declined to say what it provides. However, Johnson said there is a clear federal interest in furthering media competition and in recognizing local concerns about the esthetics of dish location. The commission has no interest in becoming "a sort of grand national board of zoning appeals," he added, "but there are some things we can do in trying to focus local authorities' attention on what the right considerations are in satellite zoning." He said such bodies clearly ought not to be involved in trying to influence competition by using the regulatory process to raise money through industry fees.

The CCTA representative said the cable industry has no interest in whether or not the FCC preempts local authorities on satellite dish zoning matters. "We welcome competition," he emphasized, noting that there is keen industry interest in the scrambling issue. The SPACE attorney said his group welcomes FCC interdiction in the zoning issue as a means of insuring access to satellite reception.

"It is not my belief that satellite dishes are inherently unattractive," said consumer ad-

Minority And Women Broadcast Employment

(Stations having five or more fulltime employes)

	Employment total	*White women*	*Black*	*Asian*	*Native American*	*Hispanic*
1980	146,961	27.1%	8.7%	1.0%	.5%	4.2%
1981	154,745	27.7	9.0	1.1	.5	4.5
1982	159,740	28.4	9.0	1.1	.5	4.6
1983	160,947	29.0	8.9	1.1	.5	4.7
1984	168,746	29.5	8.9	1.1	.5	4.9

Top Four Job Categories

Officers & Managers

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	34,593	8,627	855	831	735	406
1984	34,593	24.9%	2.5%	2.4%	2.1%	1.2%
1983	33,022	24.1%	2.6%	2.4%	2.0%	1.1%
1982	32,821	23.4%	2.5%	2.3%	2.0%	1.1%
1981	32,171	23.0%	2.5%	2.2%	2.1%	1.0%
1980	30,407	22.0%	2.4%	1.9%	2.0%	0.9%

Professionals

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	52,430	12,823	2,510	1,748	1,561	623
1984	52,430	24.6%	4.8%	3.3%	3.0%	1.2%
1983	50,089	23.9%	4.8%	3.2%	2.9%	1.2%
1982	49,818	22.9%	5.0%	3.3%	3.1%	1.1%
1981	48,193	22.2%	5.1%	3.3%	3.0%	1.1%
1980	45,222	21.1%	5.1%	3.0%	2.9%	1.0%

Technicians

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	31,292	3,083	2,673	596	1,599	209
1984	31,292	9.8%	8.5%	1.9%	5.1%	0.7%
1983	29,755	9.7%	8.2%	1.8%	5.1%	0.6%
1982	29,567	9.1%	8.2%	1.8%	4.8%	0.5%
1981	28,551	8.3%	8.3%	1.7%	4.8%	0.5%
1980	27,413	7.5%	7.9%	1.4%	4.4%	0.5%

Salesworkers

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	21,190	8,389	582	430	422	269
1984	21,190	39.6%	2.7%	2.0%	2.0%	1.3%
1983	19,907	37.6%	2.8%	2.1%	1.9%	1.3%
1982	19,383	36.1%	3.0%	2.0%	1.8%	1.1%
1981	18,262	34.1%	3.1%	1.9%	1.9%	1.0%
1980	17,108	31.6%	3.0%	1.6%	2.0%	0.8%

Employment activity. National Association of Broadcasters calculations of the progress of women and minorities in broadcasting from 1980 to 1984 show that women have made the largest gains, up from 27.1% of the total broadcasting workforce to 29.5%, or 49,853. The gains of the others were much less substantial. Blacks rose from 8.7% to 8.9% (15,047), Asians from 1.0% to 1.1% (1,876), Native Americans stayed the same at .5% (885) and Hispanics increased from 4.2% to 4.9% (8,185). The base figures came from the FCC and the NAB also broke them out into the top four job categories—officers and managers, professionals, technicians and salesworkers.

For the Record

As compiled by BROADCASTING, Nov. 27 through Dec. 4, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. MP—modification permit. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., and WRUS(AM)-WBVR(FM) Russellville, Ky. (WRLX: 1230 khz; 1 kw-D; 250 w-N; WFFX: 95.7 mhz; 100 kw; HAAT: 500 ft.; WRUS: 610 khz; 2.5 kw-D [CP: 5 kw]; WBVR: 101.1 mhz; 100 kw; HAAT: 513 ft.)—Seeks assignment of license from Keymarket Communications to North Hill Ltd. Partnership for $7 million, comprising $4 million cash and remainder note. Seller is Aiken, S.C.-based station group of six AM's and nine FM's, principally owned by Paul Rothfuss and Kerby Confer. It has also recently purchased KIPR-AM-FM Diboll, Tex. Buyer is principally owned by David Klemm and William Fleming. It has no other broadcast interests at present, but has recently applied to purchase WNFI-FM Palatka, Fla. (see below). Filed Nov. 21.

■ KENI(AM) Anchorage, Alaska (550 khz; 5 kw-U)—Seeks assignment of license from Eagle Broadcasting Corp. to Pacific Rim Broadcasters Inc. for $70,000. Seller is owned by Vernon H. Laird, and has no other broadcast interests. Buyer is principally owned by Greg K. Clapper and Howard S. Trickey, who own station group of two AM's and three FM's. Filed Nov. 21.

■ WVTY(AM) Dunedin and WTVY-FM Holiday, both Florida (AM: 1470 khz; 5 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Bay Area Communications Inc. to Pasco Pinellas Broadcasting Co. for $1.7 million cash including $500,000 noncompete agreement. Seller is owned by Gary Hess, Sylvan Taplinger, Anne Lieff, Rosalind Spooner, Martin Spector and his wife, Dorothy. Taplinger, Hess and Spector also own WTAI(AM)-WTVI(FM) Melbourne, Fla. Buyer is owned by Times Publishing Co., Erie, Pa.-based publisher and station group of one AM and two FM's, principally owned by Edward Mead and family. It publishes *Erie Daily Times* and *Morning News*, Warren (Pa.) *Times-Observer*. It also has interest in two cable systems in Pennsylvania. Licensee president is Arthur Arkellian, who also owns WWCB(AM) Corry, Pa. Filed Nov. 22.

■ WQAC(TV) Fort Walton Beach, Fla. (ch. 35; ERP vis. 1,200 kw; aur. 99 kw; HAAT: 196 ft.; ant. height above ground: 224 ft.)—Seeks transfer of control of Beacon/Lloyd Broadcast Corp. from Lloyd Communications Group Inc. (51% before; 50% after) to Family Group Ltd. II (49% before; 50% after) for $50,000. Seller is principally owned by Marvin Palmquist; his son, Andy, and Kim Carlson. It is subsidiary of Lloyd American Corp., which has interest in KXRM(TV) Colorado Springs and WJWT(TV) Jackson, Tenn. It also has interest in WQRF-TV Rockford and WCEE(TV) Mount Vernon, both Illinois. Buyer is owned by Henry A. Ash and C. Anthony Sexton. Ash has interest in WFTX-TV Cape Coral, Fla. Filed Nov. 21.

■ WNFI(FM) Palatka, Fla. (99.9 mhz; 100 kw; HAAT: 1,249 ft.)—Seeks assignment of license from Ronette Communications to North Hill Ltd. Partners for $8.5 million. Seller is owned by Ronald Samuels and Carl Como Tutera, who recently purchased KSLM(AM)-KSKD(FM) Salem, Ore. ("Changing Hands," Oct. 28). Buyer is principally owned by David Klemm and William Fleming. Klemm owns Klemm Media, Warren, Conn.-based consulting firm. Fleming is banker from Hartford, Conn. Filed Nov. 21.

■ WPBR(FM) Palm Beach, Fla. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WPBR Inc. to G and J. Broadcasting for $1,550,000, comprising $835,000 cash and $550,000 note and remainder noncompete agreement. Seller is owned by Everett R. Aspenwald and his wife, Valerie. It has no other broadcast interests. Buyers own WHAG(AM) Hagerstown and WNTR(AM) Silver Spring, both Maryland. Filed Nov. 20.

■ KZBQ-AM-FM Pocatello, Idaho (AM: 1290 khz; 1 kw-D; FM: 93.7 mhz; 38 kw; HAAT: 300 ft.)—Seeks assignment of license from KSNN Broadcasting Co. to Idaho Wireless Corp. for $325,000 cash. Seller is owned by William L. Mitchell, Maria H. Foy and Elenor Ferguson. It also owns KHWK(AM) Hutchinson, Kan.; KBHS(AM)-KSPA(FM) Hot Springs, Ark., and KTRC(AM) Santa Fe, N.M. Buyer is owned by Paul A. Anderson, who has no other broadacst interests. Filed Nov. 22.

■ KOFE(AM) St. Maries, Idaho (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from St. Joe Radio to Terry C. Duffey for $107,000 comprising, $15,000 cash and remainder note at 10% over 10 years. Neither seller nor buyer have other broadcast interests. Filed Nov. 12.

■ WIBR(AM) Baton Rouge, La. (1300 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Community Broadcasting Co. to Southern Communications Inc. for $450,000, comprising $300,000 cash and remainder note at 10% over

Summary of broadcasting
as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

During the year, in the rush of events, we tend to overlook the important friendships that are the true basis of business relationships. One of the great pleasures of the Holiday Season is the opportunity to exchange cordial greetings with those whose friendship and goodwill we value so highly.

In this spirit it is our pleasure to say "Thank You" and extend our sincere appreciation for the very pleasant association we enjoy with you.

May a bright and prosperous New Year bring happiness to you and to yours.

Don Bussell

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The Fifth Estate

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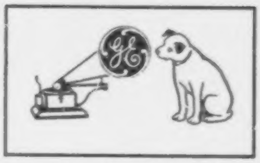
Broadcasting Dec 16

General Electric buys RCA
State of the art in Journalism
Character issue cutbacks at FCC



NIPPER GETS NEW MASTER □ General Electric makes Fifth Estate history with record-breaking $6.28 billion acquisition of RCA. **PAGE 43.** Industry reaction is generally positive, although NBC affiliates express hope that move will not slow momentum of first-place NBC-TV. **PAGE 45-47.**

CHARACTER CHANGE □ FCC moves to reduce the scope of its character qualification inquiries. **PAGE 49.**

JOURNALISM 1985 □ Proliferation of hostage-taking and hijacking crises in 1985 prompts newsmen to rethink press's proper role in such situations. **PAGE 54.** Networks keeping tighter rein on expenses, causing some to be concerned. **PAGE 60.** Proliferation of satellite newsgathering services is bringing changes to the network-affiliate relationship. **PAGE 62.** On the radio front, AM stations increase their output of news while there are cutbacks on the FM side. **PAGE 74.**

FOR THE KIDS □ Group W is focusing on children's programing as part of public service effort. **PAGE 82.**

STEPPING DOWN □ Ben Hoberman retires from ABC Radio. **PAGE 88.**

TWO-SIDED COIN □ Financial study finds that revenue is strong among Fifth Estate companies although operating margins are increasing just as rapidly. **PAGE 96.**

NEGATIVE RECOMMENDATION □ FCC Mass Media Bureau recommends against approving settlement agreement between NBMC and Philadelphia stations. **PAGE 104.**

MEETING OF MINDS □ FCC officials and satellite operators meet to discuss satellite interference problems. **PAGE 104.**

MONEY FUND □ Conference committee sets FCC and CPB funding levels. **PAGE 106.**

BACK TO THE COURTS □ CBS says it will appeal libel decision against WBBM-TV's Walter Jacobson. **PAGE 108.**

ON HOLD □ Poll closing bill won't be acted on until next year. **PAGE 110.**

OPEN EAR □ NCTA's Jim Mooney says cable is willing to talk about must carry, but new rules must meet "basic tests." **PAGE 121.**

BOUGHT AND SOLD □ Jones Intercable buys nine cable systems from Tribune for $237.5 million. **PAGE 123.**

MAN FOR ALL STATIONS □ Peter Fannon, president of National Association of Public Television Stations, sees new possibilities in public TV. **PAGE 143.**

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year-long *For Kids' Sake* campaign could evolve into a series of public service campaigns addressing other issues. *For Kids' Sake* is an extension of Group W's limited-run public service campaign, *Second Chance*, originated by KDKA-TV Pittsburgh, which attempted to educate the public on organ donors and transplants. Group W introduced *Second Chance* at last year's NATPE, and 113 stations signed up. For several years Group W has distributed among its owned television stations documentaries produced by one of its stations; the most recent examples are a documentary about AIDS produced by KPIX-TV San Francisco and a company-wide project on Alzheimer's disease. ☐

Hoberman retires from ABC Radio, eyes other ventures

Executive says "new era" created by Capcities merger coincided with his desire to explore other opportunities

In a move that took few in the radio industry by surprise, ABC Radio President Ben Hoberman, 63, last week announced his intention to retire from the company as soon as the pending merger of ABC and Capital Cities Communications, Inc. is finalized, tentatively scheduled for Jan. 3. Hoberman, a 36-year veteran with ABC who has been based in New York, said he plans to return to his home in Los Angeles.

"As ABC enters a new era with Capital Cities, I felt that the time was right to set my sights on other opportunities and look for new challenges both in and outside of broad-

NBC continues winning ways

NBC had the lowest-rated winning performance of the season by any network in the 11th week (Dec. 2-8) of the season as the networks began to experience a post-November sweeps drop-off in clearances of programs. NBC scored a 16.9 average rating and a 26 average share. CBS followed with a 16.3/25 and ABC finished third with a 14.4/22.

According to Gerry Jaffe, vice president, research projects at NBC, the networks are now "running into the period of time when you're going to get low coverage" because of pre-emptions.

The week consisted of mostly regular series, with NBC's Thursday lineup was especially strong—all five shows were in the week's top 20. *The Bill Cosby Show* (36.2/53) had its highest ratings ever and ranked first for the week, and *Family Ties* (31.2/46), ranked second, posted its second highest numbers ever. NBC also was bolstered by its first Wednesday win since December 1981, despite ABC's ninth-ranked *Dynasty* (21.8/32) and *Hotel* (16.9/28).

But mitigating NBC's strength was the best-ever performance of ABC's *Monday Night Football* between the Chicago Bears and Miami Dolphins (29.6/46), which ranked third for the week. NBC, with the three-hour *NBC Monday Night Movie*, "John and Yoko: a Love Story," scored a 13.4/19 and ranked third behind its competition for the night. ABC's Monday out ranked CBS's Sunday night as the highest rated night of the week, scoring a 25.7/37. CBS pre-empted its regular series after 8 on Sunday for two specials—the 10th-ranked *An All-Star Party for Dutch Reagan* (21.5/31), from 8 to 9, and 12th-ranked *Circus of the Stars* (21.1/33), from 9 to 11. CBS had a 22.1/34 on Sunday.

That NBC's winning numbers were the season's lowest did not deter combined network ratings from rising 4%, to 50.6, from their mark last year (48.6). Combined network shares were also up, by 1%, from last year's 77.8 to 78.4. HUT levels were up 3%, from 62.9 to 64.8.

■ ABC obliterated the competition from 9 to 11 as the Dolphins handed the Bears their first defeat of the year. From 8 to 9, CBS's *Scarecrow and Mrs. King* took top honors with a 17/24.

■ ABC also won on Tuesday, as its regular lineup swept every time period, with the exception of 8:30 to 9, when the second half of *A Team* (17/25) placed ahead of *Growing Pains* (15.8/23). *A Team* had a 16.2/24 for the night. From 8 to 9 on CBS, *Rudolph the Red Nose Reindeer* (16.4/24) ranked second overall in the time period.

■ NBC won Wednesday with the help of a strong performance from *Highway to Heaven* (21.2/31). NBC had a 16.2/24 for the night, ABC had a 16/25 and CBS a 12.8/20. From 8 to 9, CBS ran *Charlie Brown Christmas* (16.6/25) and *The Night Before Christmas* (16.3/24).

■ NBC was competitive with the 20th-ranked *Hill Street Blues* (17.7/28) from 10 to 11 on Thursday, but CBS's 15th-ranked *Knot's Landing* (19.3/31) won the time period. *Dynasty II: The Colbys*, playing opposite *Cheers* (24.4/36) and *Night Court* (21.1/32) on NBC, scored a 14.8/22.

■ On Friday ABC won at 8 with *Webster* (14.4/25) while the second half of CBS's *Twilight Zone* (13.1/22) edged ABC's *Mr. Belvedere* (13/22) from 8:30 to 9. CBS won at 9 with the seventh-ranked *Dallas* (22/35); and NBC took the 10 to 11 hour with the sixth-ranked *Miami Vice* (23.1/38). *Our Family Honor*, on ABC from 10 to 11, was the lowest-ranked program of the week with a 4.8/8.

■ NBC swept Saturday with its comedy block, with the exception of 8-8:30, when *How the Grinch Stole Christmas* (13.9/24), on CBS, and *Gimme a Break*, on NBC, tied with a 13.9/24. The *CBS Saturday Night Movie*, "Victor, Victoria," scored a 9.1/16.

■ Even though its Sunday lineup after 8 was pulled for specials, three of CBS's programs for the night landed in the top 12. *60 Minutes* (24.5/37) from 7 to 8 ranked fourth for the week. An *ABC NFL Football Special*, from 9 to 12:06, scored a 13.2/22, and the *NBC Sunday Night Movie*, "Final Jeopardy," had a 16.5/26.

Rank	Show	Network	Rating/Share
1.	The Cosby Show*	NBC	36.2/53
2.	Family Ties	NBC	31.2/46
3.	Football, Chicago-Miami	ABC	29.6/46
4.	60 Minutes	CBS	24.5/37
5.	Cheers	NBC	24.4/36
6.	Miami Vice	NBC	23.2/38
7.	Football, Sun. 7-7:20 p.m.	NBC	22.3/36
8.	Dallas	CBS	22.0/35
9.	Dynasty	ABC	21.8/32
10.	All Star Party	CBS	21.5/31
11.	Highway to Heaven	NBC	21.3/31
12.	Circus of the Stars	CBS	21.1/33
13.	Night Court	NBC	21.1/32
14.	Golden Girls	NBC	20.3/33
15.	Newhart	CBS	19.5/27
16.	Knots Landing	CBS	19.3/27
17.	Kate & Allie	NBC	19.3/26
18.	Falcon Crest	CBS	18.6/31
19.	Cagney & Lacey	CBS	18.1/27
20.	227	NBC	17.8/30
21.	Hill Street Blues	NBC	17.7/28
22.	Simon & Simon	CBS	17.5/28
23.	Amazing Stories	NBC	17.5/25
24.	Who's the Boss	ABC	17.2/25
25.	Scarecrow & Mrs. King	CBS	17.0/24
26.	Hotel	ABC	16.9/28
27.	Hunter	NBC	16.8/30
28.	Charlie Brown Special	CBS	16.6/25
29.	Final Jepordy	NBC	16.5/26
30.	Rudolph Red-Nosed Reindeer	CBS	16.4/24
31.	Moonlighting	ABC	16.4/24
32.	Night Before Christmas	CBS	16.3/24
33.	A Team	NBC	16.2/24
34.	Alfred Hitchcock Presents	NBC	15.8/23
35.	Growing Pains	ABC	15.8/23
36.	Facts of Life	NBC	15.7/26
37.	Spenser: For Hire	ABC	15.6/26
38.	20/20	ABC	15.1/24
39.	Hardcastle & McCormick	ABC	15.1/23
40.	Dynasty II: The Colbys	ABC	14.8/22
41.	Riptide	NBC	14.6/22
42.	Webster	ABC	14.4/25
43.	Frosty the Snowman	CBS	14.4/24
44.	St. Elsewhere	NBC	14.3/23
45.	Magnum P.I.	CBS	14.3/21
46.	Football, Post-game	NBC	14.1/23
47.	Grinch Stole Chist.	CBS	13.9/24
48.	Gimme a Break	NBC	13.9/24
49.	Remington Steele	NBC	13.9/23
50.	John & Yoko	NBC	13.4/19
51.	Football, Pittsburgh-S.D.	ABC	13.2/22
52.	Twilight Zone	CBS	13.1/22
53.	Hell Town	NBC	13.1/19
54.	Mr. Belvedere	ABC	13.0/22
55.	Love Boat	ABC	12.6/22
56.	Knight Rider	NBC	12.6/21
57.	Copacabana	CBS	12.6/20
58.	Equalizer	CBS	12.4/20
59.	Misfits of Science	NBC	11.8/19
60.	Lady Blue	ABC	11.7/19
61.	MacGyver	ABC	11.6/17
62.	Silver Spoons	NBC	10.9/16
63.	Diff'rent Strokes	ABC	10.7/17
64.	Charlie & Company	CBS	10.1/15
65.	Benson	ABC	10.0/16
66.	Fall Guy	ABC	9.3/16
67.	The Insiders	ABC	9.2/14
68.	Victor/Victoria	CBS	9.1/16
69.	George Burns Comedy	CBS	9.0/13
70.	Ripley's Believe It Or Not	ABC	7.7/12
71.	Shadow Chasers	ABC	5.3/8
72.	Our Family Honor	ABC	4.8/8

*indicates premiere episode

Fifth Estate numbers come up mixed

According to investment firm analysis, revenue is strong, but operating margins don't show comparable growth

Broadcasting's recent financial numbers are both good and bad, according to John Suhler, president of Veronis Suhler & Associates (VS&A), a New York-based investment banking firm. His firm has completed its third annual study of audited results for over 50 group owners and found that while revenue for those publicly reporting members of the industry increased sharply during 1984 (18.8%), not many of the extra dollars translated into higher operating margins.

VS&A also studied nine other communications industries, including advertising agencies, and cable and pay television. It found that compared to five years ago (1980) broadcasters' operating margins—measured by dividing either pre-tax operating income or cash flow by revenue—only improved by half a percent (pre-tax income) or one percent (cash flow). This in a time of strong revenue gains, boosted in part by inflation.

The reason for the failure of margins to widen, Suhler said, was that also increasing during the period were the costs "....of what is on the screen..." Those costs, Suhier said, include the cost of programing production for the networks, the cost of syndicated programing for television stations and the cost of news programing.

The study, which surveyed over 245 companies, and which is to be released shortly, found that operating margins for some other communications industries, such as newspaper publishing or consumer magazines, were up several percent. Suhler said that "with the exception of cable and broacasting almost all the other communications media have to deal with paper and ink and cost of other goods sold in a normal manufacturing and distribution sense. They have a different cost structure."

VS&A found that during the five-year period the operating margins of advertising agencies declined very slightly, a development he attributed to their having "...an increasingly harder time getting 15% of billings." Suhler added that over the long term, the agency business has been remarkably stable.

The VS&A president said the firm compiles its information on a quarterly basis but does not release it because many of the companies it follows only break out the operating results of their communications divisions on a yearly basis. He said the firm has not tried to establish separate categories for

Publicly Reporting Companies in Fifth Estate *

	1984 Total (000)	Five-year compound growth rate	Number of companies surveyed
		Revenue	
Radio & Television	$12,565,100	14.2%	55
Advertising Agencies	$2,885,700	14.5%	11
Cable & Pay Television	$4,451,200	39.5%	36
	1984 Total (000)	Five-year compound growth rate	1984 operating margins **
		Pre-tax operating income	
Radio & Television	$2,326,200	15.0%	18.5%
Advertising Agencies	$294,900	12.4%	10.2%
Cable & Pay Television	$707,100	33.8%	15.9%
		Pro-forma cash flow	
Radio & Television	$2,647,900	15.6%	21.0%
Advertising Agencies	$358,700	13.3%	12.4%
Cable & Pay Television	$1,400,500	37.9%	31.5%
		Assets	
Radio & Television	$11,513,900	20.9%	
Advertising Agencies	$3,525,800	15.5%	
Cable & Pay Television	$8,709,900	34.4%	

* As compiled by Veronis Suhler & Associates. Broadcasting revenue is generally net of agency commissions. Pre-tax operating income excludes several items, including interest expense or income and extraordinary items. Pro-forma cash flow is Pre-tax operating income plus depreciation and amortization.

** Margins are obtained by dividing either cash flow or Pretax operating income by revenue.

Management moves. Arthur Kern, vice president and general manager of Group W-owned CBS affiliate KPIX-TV San Francisco, has resigned to become chairman and chief executive officer of American Media Inc., Patchogue, N.Y.-based owner of one AM and three FM's, of which Kern is co-principal. Kern will be succeeded by Carolyn Wean, vice president and general manager of Group W's KDKA-TV Pittsburgh, who in turn will be succeeded by Joseph Berwanger, VP, sales and marketing for KDKA-TV. American Media owns WALK-AM-FM Patchogue, N.Y.; WLIF(FM) Baltmore; KSMG(FM) San Antonio, Tex., and, subject to FCC approval, WELE(FM) Deland, Fla. American Media was formed in April 1981 with the acquisition of WALK-AM-FM, which Kern bought with former WLIF vice president and general manager, Alan Beck (three years after leaving WLIF Beck, with Kern, acquired WLIF for $5.75 million). Beck will remain based in Patchogue as president of American Media; Kern will be based in San Francisco. Kern and Beck said in a joint statement they plan to acquire additional radio stations and expand into television station ownership.

radio and television: "Our experience has been in hundreds of different facilites that those margins tend not to be very dissimilar."

As for results from the current year, the VS&A president said, "I think that all of the advertising-supported media will probably have a little of their growth rate taken away and that will probably have to do with the lowering of inflation." Suhler added that the cable and pay television numbers should show better-than-normal results: "I also think that cable deregulation is lifting one of the perceived long-term dampers on cable business in addition to the growth it is experiencing anyway."

Paine Webber panel measures media performance

Takeover and merger activity hot topic at annual meeting; predictions for 1986 are guarded for first half of year

Assessments of the broadcasting industry heard last week at Paine Webber's 13th annual "Outlook for the Media" conference were not confined to simple discussions of financial statements and bottom lines in this and the coming year. Instead, those speaking on the broadcasting industry also shared their thoughts on the current takeover environment with an audience of approximately 600. By mid week, those who focused on takeovers were vindicated, as the conference was a-buzz with rumors concerning RCA following a sudden rise in the price of its stock on Wednesday, Dec. 11 (see "Top of the Week").

Opening the conference was McCann-Erikson senior vice president, director of forecasting, Robert J. Coen, who said that moderation in U.S. advertising growth will continue in 1986, with the "biggest slowdown" coming in broadcast. Based on last year's experience of over optimistic estimates for a fourth-quarter rebound this year, "we'd better be a little cautious," Coen warned.

For 1986, he said that national advertising expenditures should total $102 billion, an 8% increase over 1985's $95.1 billion. Network revenues will be up 6% over 1985 as major national broadcast media budgets at agencies will rise 7%. Coen said that rate increases will account for "nearly all" of the increase in agency budgets. The revenue picture in the coming year will be colored by poor third and fourth quarters this year, a trend that may extend into the first and second quarters of next year. "The worst is over," Coen said, but advertising will be in a lagging situation until mid-1986. Spot television and radio will gain 8% in the coming year "due to the elections and continued strong local buying pressures." Coen said that political advertising on nonnetwork television in 1986 will account for between $150 million and $200 million. Coen said that cable should experience "strong continued growth" of 15% in 1986.

On the subject of television prices, Coen said that disinflation, delayed by the Olympics last year, will continue into the first half of 1986. He also said that split 30-second commercials "will be a factor" in 1986 as they help keep network prices down. Coen said that one clue to the softness this year and next could be found in a drop in key categories such as public utilities and computers, and a shifting of other categories to newspaper inserts.

Kenneth E. Caffrey, executive vice president, Ogilvy & Mather, said that consolida-

If you were *out of it*
Your listeners were *out of it!*

If your radio station wasn't part of the DON KING RADIO NETWORK on August 10 and September 21, then your radio listeners missed Hector "Macho" Camacho over Jose Luis Ramirez, Bernard Benton over Alfonzo Ratliff and Michael Spinks over Larry Holmes. And, your station missed history, ratings, prestige, sales and $$$!!! Add your call letters to a growing list. Don't be KO'd in the next bout. Join our network family for another blockbuster — Tony "TNT" Tubbs versus Tim "Terrible" Witherspoon on January 17, live via satellite from Atlanta, Georgia. Be there!!!

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THE DON KING SPANISH NETWORK

KSKQ, Los Angeles; WJIT, New York; WRHC & WQBA, Miami; WTAQ, Chicago; KXET, San Antonio; KIQI & KNTA, San Francisco/San Jose; KXYZ, Houston; KQXX, McAllen/Brownsville; KABQ, Albuquerque; KAMA, El Paso; KGST, Fresno; XEMO, San Diego; KSSA, Dallas/Fort Worth; KVVA, Phoenix; KRCX, Sacramento; KXTO, Corpus Christi; KBNO, Denver; WDAS, Philadelphia; KXEW, Tuscon; KRAY-FM, Salinas/Monterey; KOXR, Oxnard/Ventura; KDSI, Alice; KCAL, Riverside/San Bernardino; WTYM, Tampa/St. Petersburg; XEK, Lorado; KJJT, Midland/Odessa; KLFM, Lubbock; WLVH, Hartford; KKIT, Taos; WLCO, Clyde; KWAC, Bakersfield; KSBQ, Santa Maria; KMTG, Hollister

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New division. MMT Sales Inc. has established MMT Marketing Division as a unit to represent the needs of television stations in small- and medium-size markets, effective March 1. Jack Oken, president of MMT Sales, said the new division will be a separate entity for stations that "get lost in long-list firms." He told a news conference that Robert Kizer, former president of Avery-Knodel Television, has been named to head MMT Marketing but his exact title has not been determined.

Kizer said the new representative firm will begin with offices in New York, Chicago, Los Angeles, Dallas, Detroit, Minneapolis, St. Louis and San Francisco.

signment of license from Joel Ciawson to WJOZ Inc. for $175,000. Seller is also app. for new AM in Trumansburg, N.Y. Buyer is owned by Leonard I. Ackerman (80%), Jarvis Collins (5%) and Lorraine Bates, and her husband, David (15%). They also own WECQ(FM) Geneva, N.Y. and WMLB(AM) West Hartford, Ct., and recently purchased WKAD(FM) Canton, Pa. and WLIS(AM) Old Saybrook, Ct. ("Changing Hands," Nov. 25). Filed Nov. 22.

■ WWON(AM)-WNEF(FM) Woonsocket, R.I. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 3 kw; HAAT: 215 ft.)—Seeks assignment of license from Panda Enterprises Inc. to Ocean State Broadcasting Ltd. Partnership for $600,000. Seller is owned by Arthur Stambler, who also has interest in WWZO(FM) Bethlehem, Pa., and WVAI(AM)-WUSQ(FM) Winchester, Va., and cable system in Fremont, Calif. Buyer is owned by Bernard Barczak, William S. Cerny, George Chopivsky and George Y. Wheeler. It also owns WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Cerny and family also own WLBK(AM)-WDEK(FM) DeKalb, Ill. Filed Nov. 26.

■ WQXJ(AM) [formerly WGSW(AM)] Greenwood, S.C. (1350 khz; 1 kw-D)—Seeks assignment of license from Radio Greenwood Inc. to E.M. Associates Inc. for $170,000 note over ten years with monthly payments of $1,900. Seller is owned by Alan H. Woodall, who also owns WSLE(AM) Bremen, Ga. Buyer is principally owned by Gilbert D. Evans, with W. Robert Molden and Gary M. Minegar. It has no other broadcast interests. Evans is news director at WCRS(AM) Greenwood. Molden is Greenwood businessman. Minegar is pastor in church in Greenwood. Filed Dec. 3.

■ WBRY(AM) Woodbury, Tenn. (1540 khz; 500 w-D)—Seeks assignment of license from SunGroup Broadcasting of Knoxville Inc. to DaSan Communications Corp. for $110,000 cash. Seller is subsidiary of SunGroup Inc., Nashville-based station group of two AM's and three FM's principally owned by Frank A. Woods, president and CEO and John W. Biddinger. Woods has interest in WTBP(AM) Parsons, Tenn. Biddinger has interest in KESY-AM-FM Omaha. Buyer is owned by David P. Bunge with his wife, Sandra Lee. It has no other broadcast interests. Filed Dec. 2.

■ KTON(AM)-KTQN(FM) Belton, Tex. (AM: 940 khz; 1 kw-D; 106.3 mhz; 3 kw; HAAT: 490 ft.)—Seeks assignment of license from Center City Communications Inc. to Heart of Texas Communications Ltd. for $2,630,000 cash. Seller is owned by Ken C. Williams and Garlyn O. Shelton, who have no other broadcast interests. Buyer is owned by Joe Abernathy (10% gen. partner), Wayne Dayton (12%) and Gary Rogers (8%). It also owns KERV(AM)-KVRL-FM Kerrville, Tex. Filed Dec. 5.

■ KBUS(FM) Paris, Tex. (—Seeks transfer of control of Lamar County Broadcasting Inc. from Jacklyn Merchant (82%) to Marcia Eller and her husband, Ray, for approx. $10,000. Seller has no other broadcast interests. Buyers originally owned 18% of station. Filed Dec. 3.

■ WKBH(AM) Holmen, Wis. (1570 khz; 1 kw-D)—Seeks assignment of license from Big River Broadcasting Co. to Riverview Communications Inc. for $159,746, comprising $38,982 cash and remainder note at 10% over 10 years, payments beginning one year after closing. Seller is owned by Verdel Lonnquist, who has no other broadcast interests. Buyer is owned by Joseph P. Roskos (40%), Patrick Delaney (40%) and Michael W. Schmitz (20%). It owns WKDL(FM) Trempeleau, Wis. Delaney, with his wife, Joanne, owns WTIM(AM)-WTJY(FM) Taylorville, Ill. Schmitz has interest in WSBW(FM) Sturgeon Bay, Wis. Filed Dec. 3.

New Stations

Applications

AM's

■ Templeton, Calif.—William A. Zawila seeks 1060 khz; 1 kw-D. Address: 12550 Brookhurst St., Garden Grove, Calif. 92640. Principal owns KOLI(AM) Coalinga, Calif., KWSA(AM) West Klamath, Ore., and is app. for new FM in San Joaquin, Calif. Filed Dec. 2.

■ Gladstone, Mo.—Michael Glinter seeks 890 khz; 1.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal has interest in WQCC(AM) Charlotte, N.C. and recently purchased WIDD(AM) Elizabethtown, N.C. Filed Dec. 2.

■ Smithville, Mo.—Spann Communications seeks 890 khz; 1 kw-D. Address: 5525 S. State St., Chicago 60621. Principal is owned by Pervis Spann, who also owns WVON(AM) Cicero, Ill., and WXSS(AM) Memphis and is app. for new AM in Sandy Springs, Ga. Filed Dec. 2.

■ Owego, N.Y.—Owego Broadcasters seeks 1040 khz; 10 kw-D; 250 w-N. Address: Box 2233, Citrus Heights, Calif. Principal is owned by Donald P. Harris, who is also app. for new AM in Rosamond, Calif. Filed Dec. 2.

■ Farragut, Tenn.—Faragut AM Ltd. seeks 670 khz; 500 w-D. Address: 3728 Creekland Ct., Nashville 37219. Principal is owned by Ronald House, (25% gen. partner), David Goff (50% lim. partner) and Harry C. Powell (25% lim. partner). Goff has interest in WPMJ(TV) Owensboro, Ky. Powell has interest in two LPTV's in Florida, and is app. for new TV's in Milwaukee and Urbana, Ill., and 16 LPTV's. Filed Dec. 2.

FM

■ Mobile, Ala.—Life Church of Mobile Inc. seeks 88.5 mhz; 28 kw, HAAT: 250.9 ft. Address: 8701 Zeigler Blvd., 36608. Principal is equally owned by Dick Braswell, John S. Heritage and Violet S. Deas. It has no other broadcast interests. Filed Nov. 19.

Summary of broadcasting
as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ WINY (1350 khz) Putnam, Conn.—Seeks CP to change power to 5 kw. App. Dec. 9.

■ WONQ (1140 khz) Orlando, Fla.—Seeks mod. of CP to increase power to 5 kw. App. Dec. 9.

■ WBLC (1360 khz) Lenoir City, Tenn.—Seeks CP to change freq. to 670 khz. App. Dec. 9.

Accepted

■ KBLA (840 khz) Ball, La.—Seeks MP to change TL. App. Dec. 6.

■ WYST (1010 khz) Baltimore—Seeks CP to change TL. App. Dec. 6.

■ KMJJ (1140 khz) Las Vegas—Seeks mod. of lic. to move SL to 3510 West Hacienda St., Clark county, Nev. App. Dec.

November 26, 1985

Chase Broadcasting Company, Inc.
has acquired
WSTC(AM) & WYRS(FM)
Stamford, Connecticut
from
Radio Stamford, Inc.
for
$4,000,000

The undersigned initiated this transaction,
assisted in the negotiations
and acted as advisor to Radio Stamford, Inc.

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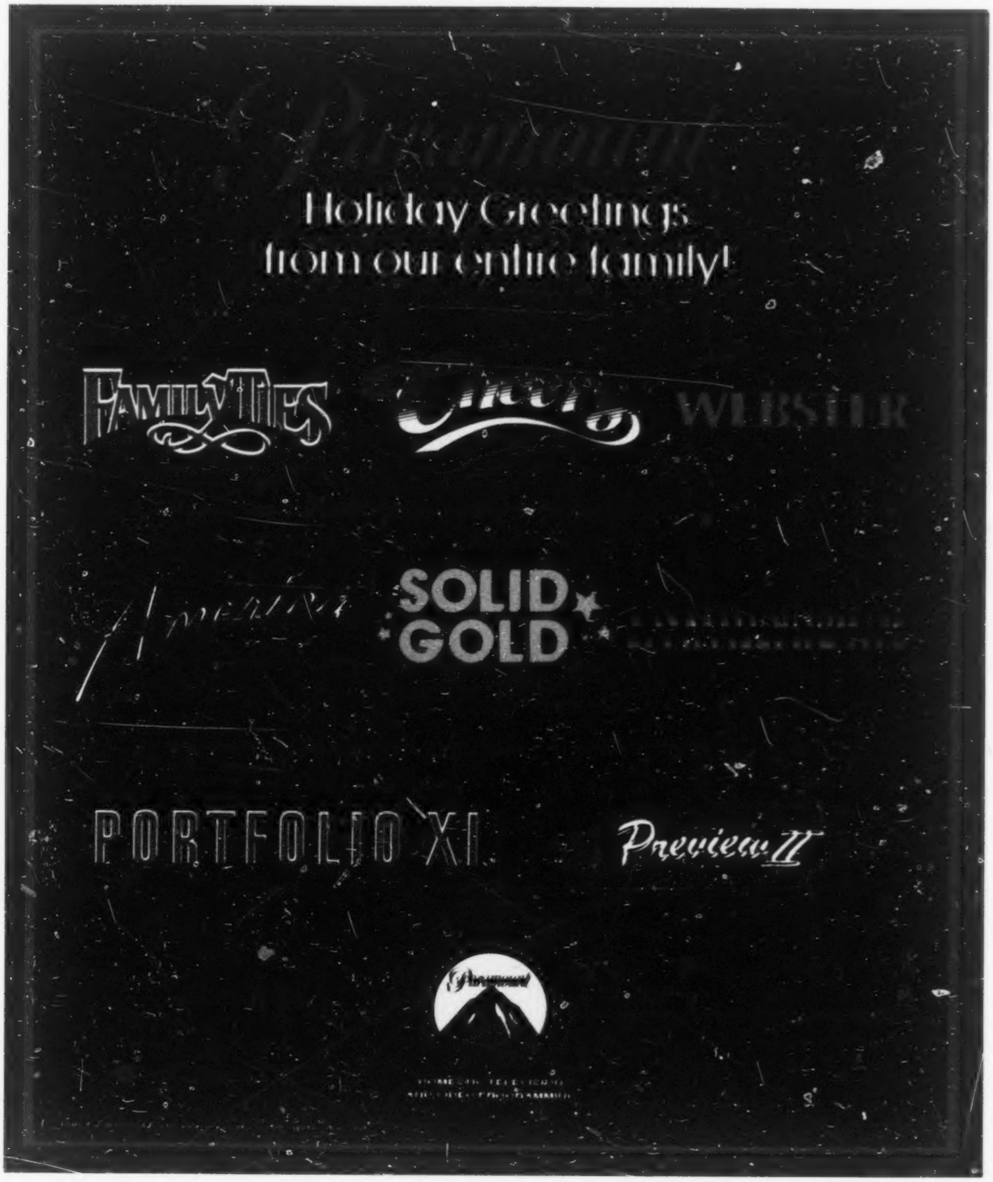
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Broadcasting ◪ Dec 23

Journalists win exit polling case
At Large with Mark Fowler
Turner-Viacom talks over MGM fall apart

INTERVIEW OK □ Broadcast organizations win exit polling case in Washington state. **PAGE 35.**

NO DEAL □ Contract talks break off on Turner sale of certain MGM assets to Viacom. **PAGE 36.**

INDEPENDENTLY WEATHLY □ Frazier, Gross & Kadlec study finds that overall, most independent television stations are in "excellent" shape. **PAGE 37.**

CANCELED SHOW □ Decision by CBS O&O's to drop *America* forces joint venturers Paramount and Post-Newsweek to fold its tents. **PAGE 38.**

BEST PRICE □ Some observers feel RCA could have gotten better price in GE deal. **PAGE 38.**

INDEPENDENT FEED □ Independent Network News announces international news feed service using K-2 band satellite. **PAGE 39.**

MTV MOVES □ Robert Pittman replaces David Horowitz, MTV Networks Inc. president and chief executive officer. **PAGE 40.**

ANOTHER CANDIDATE □ Missouri broadcaster and media consultant Alfred Sikes is in running for National Telecommunications and Information Administration post. **PAGE 41.**

FOWLER AT LARGE □ As FCC chairman moves toward what may be close of his administration, he talks about the commission's policy on takeovers and looks to the future direction of the Fifth Estate. **PAGE 44.**

TELEPORT SALE □ Communications Technology Management sells nine-dish teleport in Washington to Carley Teleport Communications. **PAGE 54.**

FUNDING DISAGREEMENT □ Administration and Congress do battle once again over public broadcasting's budget. **PAGE 57.**

COUNTERATTACK □ Democratic National Committee and Representative John Dingell ask appeals court to dismiss RTNDA appeal of FCC report on fairness doctrine. **PAGE 57.**

SENATE STAMP □ Senate approves 1982 ITU agreement made in Nairobi. **PAGE 58.**

PIGSKIN BOTTOM LINE □ Although ratings were up for professional football games, sales are off, leading to losses by the networks. On the college side, overall ratings were flat, and although sales were also lower, the lower rights payments helped the networks' bottom line. **PAGE 60.**

NBC VICTORY □ NBC wins week 12 of prime time season, its eighth victory this year. **PAGE 61.**

PEOPLE METER TALK □ People meter discussion dominates Advertising Research Foundation workshop. **PAGE 63.**

CLEARED UP □ Arbitron official says recent adjustments will make Tulsa, Okla., fall radio ratings book reliable. **PAGE 64.**

UNCOMMON SERVANT □ A career in public service has brought Albert Halprin to the FCC as Common Carrier Bureau chief. **PAGE 87.**

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INDEX TO ADVERTISERS: American Movie Classics 30-31, 32-33 □ American Speech-Language-Hearing Assn. 18 □ Associated Press Broadcast Services 16 □ Blackburn & Co., Inc. 64 □ Blair Television 11 □ BMI 6 □ Classified Ads 75-82 □ Columbia Pictures Television 8-9 □ Drexel Burnham Lambert, Inc. 17 □ Norman Fischer & Associates, Inc. 17 □ Gammon & Ninowski Media Investments, Inc. 70 □ Frank Gari Productions, Inc. 19 □ Genesis Entertainment 27 □ Grandy & Berkson Media Brokers 67 □ Independent Television Sales 22 □ The Independent News 45, 46-47 □ King World Second Cover/3, 49, 51, 53, 55 □ KYW-TV 15 □ The Mahlman Co. 65 □ MCATV 12-13 □ Morgan Stanley & Co., Inc. 43 □ NBC-TV 34 □ Paramount Domestic Television and Video Programming Front Cover □ Professional Cards 73 □ Republic Pictures Corp. 4 □ RKO General Fourth Cover □ Services Directory 72 □ South Star Communications, Inc. 14 □ TV Extra 21 □ Warner Bros. Television Distribution 28-29 share, a 20% higher rating than last season, when it averaged a 16.4/28. That will make *MNF* the biggest gainer this season of the three network NFL telecasts, although that program's ratings declined more over the previous four seasons (37.3%) than NFL telecasts at CBS or NBC. For the first 14 weeks of National Football Conference play on Sunday on CBS (the latest ratings available at press time), the network averaged a 15.3/35, up 11% from a year ago. For the same period, NBC's Sunday afternoon telecasts of the American Football Conference averaged a 12.6/28, up 7%.

College football's regular season ended two weeks ago and for the first time CBS came out on top, with an average 7.2 rating (up 18% from last season), compared to ABC's 6.9 (off almost 17%). Last season, CBS carried most of its games in the early Saturday afternoon time period (1-4 p.m.), while ABC carried its games in the late-afternoon time period (4-7 p.m.). This season, the networks often carried games head to head in the late afternoon, and both cited that as a primary factor in ABC's ratings decline. That, coupled with a number of unexpected down-to-the-wire games and the resurgence of the Big Ten which is carried by CBS, put that network on top. But Neal Pilson, executive vice president, CBS/Broadcast Group, also noted that the addition of Atlantic Coast Conference games to the CBS schedule substantially improved clearances of the network's college telecasts in the Southern region of the country. Pilson said CBS's college clearances were up to an average 97% this season.

ABC's Donn Bernstein said the network was disappointed with its college schedule's 6.9 finish for the year. "We were expecting a drop," he said, "but we were projecting mid-sevens." He said that CBS was helped by some "incredible Cinderella games." Meanwhile, both ABC and CBS have their college football programing locked up for next season, essentially an encore of the lineups this season. ABC will again televise games of the College Football Association. CBS will televise a package of Big 10-Pacific 10 games, and selected ACC and University of Miami contests and the Army-Navy game.

While the ratings gains are greeted with open arms by the networks, it's a buyers

NBC takes another Wednesday as it posts eighth weekly win

NBC scored another prime time victory in the Nielsen ratings during the week of Dec. 9-15 with an 18.2 average rating and a 28 average share. CBS had a 17.2/27 and ABC a 14.5/22. NBC had seven of the week's top 10 rated programs.

NBC's eighth win in 12 weeks this season was attributable to regular series performances on two nights—Thursday and Saturday—plus a Wednesday-night win. The Thursday and Saturday schedules accounted for four of the week's top 10 shows, including the second record-breaking performance by ***Family Ties*** this season (32.6/48).

The arrival of ***Mary***, marking Mary Tyler Moore's return to prime time, produced better ratings than CBS had been getting with ***Stir Crazy*** on Wednesday night, but the show ranked 31st for the week, losing to the first half hour of NBC's ***Highway to Heaven*** (23.1/35). ***Foley Square***, which followed ***Mary*** at 8:30, ranked 49th, with a 14.9/22. NBC took Wednesday on the strength of ***Heaven***, which ranked eighth.

ABC's third-place finish during the week came despite strong performances on Monday and Tuesday, when its regular schedules overcame two-and-a-half hours of CBS's two-part, four-hour ***Special Movie Presentation*** "Alice in Wonderland," which averaged a 19/28. ABC's Monday win came on the strength of the 11th-ranked ***NFL Monday Night Football***.

HUT levels for the week were up 2%, from a 63 last year to 64.5; combined network ratings were up 3%, from last year's 48.3 at 49.9, and combined network shares were up 1%, from 76.8 to 77.3.

■ On Monday, CBS's "Alice in Wonderland" won easily from 8 to 9 opposite ***Hardcastle and McCormick*** on ABC, and ***TV's Bloopers and Practical Jokes*** on NBC. From 9 to 9:30, "Alice" was 0.6 rating points ahead of 11th-ranked ***NFL Monday Night Football*** (21.7/34). The football game won the rest of the night.

■ ABC took all of Tuesday night with the exception of 8:30 to 9, when ***Growing Pains*** lost to the second half of ***The A Team***. ***Who's the Boss***, at 8, ranked 19th, and ***Moonlighting*** (19.1/28), at 9, ranked 17th. From 8 to 9, the second part of "Alice" ranked third; from 9-10, it ranked second, placing it ahead of ***Riptide*** on NBC.

■ ***Mary*** and ***Foley Square*** could not pull CBS out of third place on Wednesday, and with ***Dynasty's*** fall to 12th place, ABC did not attain its usual Wednesday win. NBC has now won Wednesday for two consecutive weeks of regularly-scheduled network programs.

■ NBC won Thursday on the strength of its 8 to 10 comedy block. ***Hill Street Blues*** (17.6/28) ran second in its time period behind CBS's 15th-ranked ***Knots Landing*** (20.4/33) at 10. From 9 to 10 on ABC, ***Dynasty II: The Colbys*** scored a 15/23, a slight increase from its 13/22 premiere (Nov. 29), and the 14.8/22 in its second outing.

■ NBC walked away with the ratings from 10 to 11 on Friday with the seventh-ranked ***Miami Vice*** (23.9/39), opposite CBS's 16th-ranked ***Falcon Crest*** (19.7/32). From 9 to 10, CBS won easily with the ninth-ranked ***Dallas*** (22.6/35); ***Misfits of Science*** (13.1/20) finished second in the time period. ***Webster*** clinched 8-8:30 with a 16.7/27, and the second half of ***Twilight Zone*** (14.9/24) won from 8:30 to 9.

■ NBC won every time period on Saturday with its 8 to 10 comedy block, plus ***Hunter*** (15.7/27). Anchoring the schedule was the 10th-ranked ***Golden Girls*** (21.9/36), from 9 to 9:30. The ***CBS Saturday Night Movie***, "Stroker Ace," from 9 to 11, scored a 11.9/20.

■ CBS won Sunday with the fifth-ranked ***60 Minutes*** (24.6/38) and the third-ranked ***Murder, She Wrote*** (26.5/38). From 8 to 8:30, Steven Spielberg's ***Amazing Stories*** (18.3/27) on NBC had its best regularly-scheduled performance since Oct. 6. From 9 to 10, NBC won with a ***Bob Hope Christmas Special*** (24.8/36), and the momentum carried over to the first half hour of ***Christmas in Washington*** (16.7/27). CBS won from 10:30 to 11 with ***Trapper John, M.D.*** (17.4/28).

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	35.4/52
2.	Family Ties	NBC	32.6/48
3.	Murder, She Wrote	CBS	26.5/38
4.	Bob Hope Special	NBC	24.8/36
5.	60 Minutes	CBS	24.6/38
6.	Cheers	NBC	24.0/36
7.	Miami Vice	NBC	23.9/39
8.	Highway to Heaven	NBC	23.1/35
9.	Dallas	CBS	22.6/35
10.	Golden Girls	NBC	21.9/36
11.	Football, L.A. Rams-S.F.	ABC	21.7/34
12.	Dynasty	ABC	21.4/33
13.	Alice in Wonderland, pt. 1	CBS	21.2/31
14.	Night Court	NBC	20.9/32
15.	Knots Landing	CBS	20.4/33
16.	Falcon Crest	CBS	19.7/32
17.	Moonlighting	ABC	19.1/28
18.	Hotel	ABC	18.9/32
19.	Who's the Boss	ABC	18.7/29
20.	Facts of Life	NBC	18.6/31
21.	227	NBC	18.5/31
22.	Amazing Stories	NBC	18.3/27
23.	Barbara Walters Special	ABC	18.1/29
24.	Crazy Like a Fox	CBS	17.9/26
25.	Hill Street Blues	NBC	17.6/28
26.	Simon & Simon	CBS	17.5/28
27.	Trapper John, M.D.	CBS	17.4/28
28.	A Team	NBC	17.4/26
29.	Gimme a Break	NBC	17.3/30
30.	Love is Never Silent	NBC	17.3/26
31.	*Mary	CBS	17.1/26
32.	Growing Pains	ABC	17.0/25
33.	Christmas in Washington	NBC	16.9/27
34.	Alfred Hitchcock Presents	NBC	16.9/24
35.	Alice in Wonderland, pt. 2	CBS	16.8/25
36.	Webster	ABC	16.7/27
37.	Cagney & Lacey	CBS	16.3/26
38.	Magnum P.I.	CBS	16.2/24
39.	Hell Town	NBC	16.1/25
40.	Remington Steele	NBC	16.0/26
41.	Hunter	NBC	15.7/27
42.	20/20	ABC	15.4/25
43.	St. Elsewhere	NBC	15.3/26
44.	Perry Como Special	ABC	15.3/26
45.	Riptide	NBC	15.2/22
46.	The Gauntlet	ABC	15.0/23
47.	Dynasty II: The Colbys	ABC	15.0/23
48.	Twilight Zone	CBS	14.9/24
49.	*Foley Square	CBS	14.9/22
50.	Hardcastle & McCormick	ABC	14.9/22
51.	Cabbage Patch Special	ABC	14.3/23
52.	Knight Rider	NBC	14.1/22
53.	Johnny Cash Special	CBS	13.4/22
54.	Equalizer	CBS	13.2/22
55.	Misfits of Science	NBC	13.1/20
56.	TV Bloopers & Prac. Jokes	NBC	12.5/18
57.	Stroker Ace	CBS	11.9/20
58.	Charlie & Company	CBS	11.8/18
59.	Silver Spoons	NBC	11.6/18
60.	The Insiders	ABC	11.4/17
61.	Diff'rent Strokes	ABC	11.3/18
62.	Airwolf	CBS	10.7/18
63.	MacGyver	ABC	10.6/16
64.	Lady Blue	ABC	10.5/17
65.	Benson	ABC	10.5/16
66.	George Burns Comedy	CBS	10.3/16
67.	Punky Brewster	NBC	10.3/16
68.	Fall Guy	ABC	9.6/16
69.	Ripley's Believe It Or Not	ABC	8.3/13
70.	Our Family Honor	ABC	5.5/9
71.	Shadow Chasers	ABC	5.5/8

*indicates premiere episode

ment daytime and nighttime radiation patterns. Action Dec. 9.

■ KJUS (95.3 mhz) Lincoln, Neb.—Granted app. to change HAAT to 90 ft. and change TL. Action Dec. 6.

■ WNBR (100.7 mhz) Wildwood, N.J.—Dismissed app. to change ERP to 25 kw. Action Dec. 4.

■ KDDR-FM (92.3 mhz) Oakes, N.D.—Granted app. to change ERP to 4 kw and change HAAT to 150.88 ft. Action Dec. 10.

■ KTIL-FM (104.1 mhz) Tillamook, Ore.—Granted app. to change TL; change ERP to 6.5 kw; change HAAT to minus 196 ft., and make changes in ant. sys. Action Dec. 10.

■ WFID (95.7 mhz) Rio Piedras, P.R.—Granted app. to change HAAT to 940 ft. Action Dec. 10.

■ WNMB (105.5 mhz) North Myrtle Beach, S.C.—Granted app. to change HAAT to 328 ft. Action Dec. 11.

■ KORA-FM (98.3 mhz) Bryan, Tex.—Granted app. to change ERP to .9 kw and change HAAT to 528.08 ft. Action Dec. 4.

■ KIXS-FM (93.3 mhz) Killeen, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. Action Dec. 10.

■ KLLL-FM (96.3 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 817.05 ft., and make changes in ant. sys. Action Dec. 6.

■ WBDY-FM (106.3 mhz) Bluefield, Va.—Granted app. to increase height of ant. supporting structure by 28 ft. Action Dec. 10.

■ WAPL-FM (105.7 mhz) Appleton, Wis.—Dismissed app. to change TL. Action Dec. 4.

■ WVCX (98.9 mhz) Tomah, Wis.—Dismissed app. to change TL; change ERP to 100 kw; change HAAT to 1,193 ft., and make changes in ant. sys. Action Dec. 4.

In Contest

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Doris S.M. Yee and dismissed her app. with prejudice; granted motion filed by Tri-Com Productions Inc. and dismissed its app. with prejudice. By orders, Dec. 3 and Dec. 6, respectively.

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted motion filed by Reno Telecommunications Co. and dismissed its app. with prejudice. By order, Dec. 3.

■ Burlington, N.J. (Signal Ministries Inc., et al) TV proceeding. Granted joint petition for settlement agreement filed by Burlington TV Inc. and Adlephi Broadcasting Corp. and dismissed app. of Burlington TV with prejudice. By MO&O, Dec. 3.

ALJ John M. Frysiak made following decisions:

■ Washington (Private Networks Inc., et al) MDS proceeding. Granted joint petition for settlement agreements and dismissed as individual applicants Private Networks, Digital Pagings Systems, KC Corp., Greater Media Inc., Vidicom Inc. and Multipoint Information Systems Inc.; granted combined aforementioned apps. to form joint venture known as Washington MDS Co. for new MDS service at Washington, and terminated proceeding. By MO&O, Dec. 6.

■ Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted petition filed by Moore Broadcast Industries Inc. against Susan S. Mulkey to determine whether transmitter site proposed by Mulkey is available to her. By MO&O, Dec. 4.

ALJ Joseph P. Gonzalez made following decision:

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Granted motion for partial summary decision filed by Sammy A. Thornton and resolved air hazard issue in his favor. By MO&O, Dec. 4.

ALJ Byron E. Harrison made following decisions:

■ Charleston, S.C. (First Equimedia, et al) TV proceeding. Granted motion for summary decision filed by Caro Broadcasting Ltd. and resolved air hazard issue in its favor. By order, Dec. 3.

■ Hendersonville, Tenn. (Nelson Media Inc., et al) TV proceeding. By separate orders: granted motion for summary decision filed by Caro Broadcasting Ltd. and resolved air hazard issue in its favor; granted motion for summary decision filed by Channel 50 Tennessee Broadcasting and resolved air hazard issue in its favor; granted motion by Nelson Media for summary decision and resolved air cross-interest policy issue in its favor. By orders, Dec. 3 and Dec. 5.

ALJ Edward Luton made following decision:

■ Roanoke, Va. (Roanoke TV 60 Broadcasting and Southwest Virginia Television) TV proceeding. Granted joint petition for settlement agreement and dismissed app. of Roanoke TV 60 with prejudice; granted app. of Southwest Virginia for new TV station at Roanoke, and terminated proceeding. By MO&O, Dec. 3.

ALJ Joseph Stirmer made following decision:

■ Memphis (Burwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted motion for limited summary decision filed by EAM Broadcasting Co. of Memphis and resolved air hazard issue in its favor. By MO&O, Dec. 3.

ALJ James F. Tierney made following decisions:

■ Omaha (Omaha Channel 54 Broadcasting Group, et al) TV proceeding. Granted, in part, petition filed by Omaha Telecasters Inc. to enlarge issues against Maryland Williams to determine whether Williams violated Rule 1.65 by failing to timely advise FCC of FAA's notification that further study would be required to determine whether Williams' proposed facility would be hazard to air navigation, and, if so, effect of that failure on comparative qualifications. By MO&O, Dec. 4.

■ Corpus Christi, Tex. (Christian Childrens Network Inc.) TV proceeding. Granted Mass Media Bureau's recommendation and added issue against Christian to determine whether it is financially qualified to construct and operate its proposed station, and, if not, whether Christian is qualified to be commission licensee. By MO&O, Dec. 9.

Call Letters

Applications

Call	*Sought by*
	New FM
WVGN	Virgin Islands Wireless Co., Charlotte Amalie, VI
	Existing AM's
WEKS	WJYA Trans World Broadcasting Corp. Marietta, Ga.
WLSC	WVSL Loris Broadcasting Inc., Loris, S.C.
	Existing FM's
WEKS-FM	WJYA-FM Transworld Broadcasting Corp., La Grange, Ga.
KLTO	KCMA Pathfinder Communications Corp., Owasso, Okla.
	Existing TV's
WGBO-TV	WFBN Grant Broadcasting of Chicago, Joliet, Ill.
KDAF	KRLD-TV News America Television Inc., Dallas

Summary of broadcasting as of September 30, 1985

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Grants

Call	*Assigned to*
	New AM's
WPMA	GDR Inc., Wildwood, Fla.
KOFK	Fred E. Rodarte, Danny A. Almanza, Milan, N.M.
	New FM's
WROT	Andrew L. Banas, Bear Lake, Mich.
*KPPR	Prairie Public Broadcasting Inc., Williston, N.D.
KFXI	Sherry Lynn Austin, Marlow, Okla.
KOMB	Walter P. Faber Jr., Midvale, Utah
	New TV's
KOCR	Metro Program Network Inc., Cedar Rapids, Iowa
WLXV	Gary D. Terrell, Cumberland, Md.
*WUCX-TV	Delta College, Bad Axe, Mich.
	Existing AM's
KASH	KTNX Community Anchorage Broadcasting Corp., Anchorage
KNNN	KFRM Compass Communications, Salina, Kan.
WQFX	WAIZ Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
	Existing FM's
KASH-FM	KASH Community Anchorage Corp., Anchorage
KEZL	KEZL-FM Par Broadcasting Co., Oceanside, Calif.
KRAK-FM	KSKK Affiliated Broadcasting Inc., Sacramento, Calif.
WJTW	WAJP New Horizons Communications Inc., Joliet, Ill.
KJJG	KRGS Garamella Broadcasting Co., Spencer, Iowa
WQFX-FM	WQFX Caravelle Broadcast Group of Mississippi, Gulfport, Miss.
WTMX	WIMJ Ebony Broadcasting, New Albany, Miss.
KLGT	KHAT J-P Enterprises Inc., Lincoln, Neb.
KKLZ	KITT Southern Nevada Radio Inc., Las Vegas
WRJX	WJHR WJHR Inc., Jackson, Tenn.
KEYG-FM	KEYF Wheeler Broadcasting Inc., Grand Coulee, Wash.
	Existing TV's
KDSM-TV	KCBR KCBR-TV Inc., Des Moines, Iowa
WLII	WKBM-TV American Colonial Broadcasting Corp., Caguas, PR

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 30

HUBBARD BROADCASTING
WISHES YOU
A
HAPPY HOLIDAY SEASON!

HUBBARD BROADCASTING INC.
HB
INC.

KSTP-TV WTOG-TV KOB-TV
KSTP AM/FM WGTO AM KOB AM/FM

United States Satellite Broadcasting Co.
Conus Communications, Inc.
F & F Productions, Inc.
Hubcom

55th Year 1985

TCI, ATC, Comcast in,
Group W Cable out

Vol. 109 No. 27

Broadcasting Dec 30

Buying and selling dominate history of 1985
MSO consortium buys Group W Cable
Countdown to INTV

BONANZA YEAR □ Buying and selling of Fifth Estate properties, including television and radio networks and stations, film and production companies, cable systems and advertising agencies, totals $30 billion, making 1985 the biggest year of financial deals in history. **PAGE 35.** What all those deals have done to the top 20 television group owners by market reach begins on **PAGE 39.**

UNDER FIRE □ Suit filed against National Black Media Coalition, alleging it tried to force owner of FM to sell to minority buyer. NBMC says charges are "frivolous." **PAGE 41.**

NAB REORGANIZATION □ NAB President Eddie Fritts announces changes in association structure. **PAGE 42.** Shaun Sheehan leaves to take Tribune post in Washington. **PAGE 42.**

INTV COUNTDOWN □ Association of Independent Television Stations convention next week in Los Angeles sports "Coming of Age" theme. **PAGE 43.** The agenda appears on **PAGE 46.** An exhibitor's listing begins on **PAGE 54.**

THE SECOND 50 YEARS □ BROADCASTING's annual look back at the year 1985, a year in which two of the three broadcast networks changed hands and the rush to buy and sell other properties went on unabated. The Supreme Court's must carry decision threw a new twist into the broadcaster-cable operator relationship. **PAGE 70.**

POINT MAN □ White House communications chief Patrick Buchanan has kept a low profile in the Reagan administration, working to implant firmly in history the President's programs. **PAGE 76.**

NEW SLATE □ Public Broadcasting Service unveils new winter-spring schedule. **PAGE 79.**

ANOTHER WIN □ NBC wins week 13 of the season, its ninth win to date. **PAGE 80.**

BULLPEN SAVE □ ABC to fill USFL football gap in spring by programing Major League Baseball on Sunday afternoons. **PAGE 82.**

COUNTING UP □ By year's end, 150 television broadcasters expected to be on the air with stereo. **PAGE 84.**

JOURNALISTIC APPEAL □ Financial News Network appeals bankruptcy judge's ruling that bidding process for UPI will not be reopened. **PAGE 88.**

CHANGING FACE □ Capped by the purchase of KTLA Los Angeles, Tribune Co. has gone from a newspaper-dominated company to one of the major players in broadcasting. **PAGE 89.**

GROUP BUY □ MSO consortium of Tele-Communications Inc., American Television & Communications, Comcast, Daniels & Associates and Century buys Group W Cable properties, which serve 2.1 million subscribers, for $2.1 billion. **PAGE 94.**

READY, WILLING: ABEL □ NAB's great communicator, VP of Research and Planning John Abel, becomes executive vice president for operations on Jan. 1. **PAGE 111.**

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RADIO TELEVISION CABLE SATELLITE
Broadcasting Dec 30
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TOP OF THE WEEK

Fifth Estate's $30 billion-plus year

It was a $30 billion year, and then some—one in which the Fifth Estate underwent a record 12 months of mergers, sales and acquisitions. Not counting the "then some"—sales with price tags under $10 million—108 deals were struck in 1985, seven worth more than a billion dollars each. The cost of the top five alone tallied $16.4 billion—more than half of all the transactions on the chart below.

General Electric's purchase of NBC's parent company, RCA, topped the list, costing about $6.3 billion. It was followed by Capital Cities Communications' buy of ABC Inc. for $3.5 billion, and then by the Kohlberg Kravis Roberts purchase of Storer Communications for $2.5 billion. The five-MSO consortium purchase of Group W Cable's 2.1 million subscribers went for $2.1 billion. And two individuals made their mark on the business: Rupert Murduch bought Metromedia's TV stations for $2 billion, and Ted Turner purchased MGM/UA for $1.5 billion.

Also contributing to 1985's total were the sale of Golden West's KTLA(TV) Los Angeles to Tribune Co. for $510 million, the most ever paid for a single station; Metromedia's sale of WCVB-TV Boston to Hearst Corp. for $450 million, and RKO's sale of KHJ-TV Los Angeles to Group W for $313 million.

In addition to the $29.947 billion transacted in the Fifth Estate in 1985 (counting only those deals worth $10 million or more, as tallied below), an additional $1 billion-plus of broadcast properties were put on the market. For most of those listed on page 37, their appearance on the block is in compliance with FCC crossownership restrictions resulting from these 1985 actions. ☐

The following is a list of Fifth Estate sales, mergers and buyouts above $10 million which were announced in 1985. Not all the transactions listed below have closed or have met regulatory approval by government authorities.

Price	*Buyer*	*Property (Seller)*
$6.3 billion	General Electric	RCA
$3.5 billion	Capital Cities	ABC
$2.5 billion	Kohlberg Kravis Roberts	Storer Communications
$2.1 billion	TCI, ATC, Comcast, Daniels, Century	Group W Cable
$2 billion	Rupert Murdoch	Metromedia
$1.5 billion	Turner Broadcasting	MGM/UA
$1.3 billion	Cox Enterprises (Cox family and management)	59.8 % of Cox shares
$760 million	Taft Broadcasting	Gulf Broadcasting
$717 million	Gannett	Evening News Association
$690 million	Viacom	MTV Networks Inc. and 50% of Showtime/TMC
$510 million	Tribune	KTLA(TV) Los Angeles (Golden West)
$500 million	Allied-Signal Inc. merger	Ampex (Signal Cos.)
$487 million	Rupert Murdoch	20th Century Fox Film Corp.
$450 million	Kirk Kerkorian	United Artists (Ted Turner)
$450 million	Hearst	WCVB-TV Boston (Metromedia)
$450 million	Warner Communications Inc.	American Express interest in WCI
$350 million	Washington Post	Capcities cable systems
$313 million	Group W	KHJ-TV Los Angeles (RKO)
$306 million	Lorimar/Telepictures merger	Lorimar/Telepictures merger
$246 million	Scripps Howard	WXYZ-TV Detroit and WFTS(TV) Tampa, Fla. (ABC)
$237 million	Jones Intercable	15 Tribune cable systems
$200 million	Gannett	*Des Moines Register*, plus three smaller papers (Des Moines Register Co.)
$200 million	Times Mirror/Storer cable swap	Times Mirror/Storer cable swap
$185 million	Cox	WFTV(TV) Orlando, Fla. (SFN)
$176 million	Jack Kent Cooke	*Los Angeles Daily News* (Tribune)
$175 million	Dillon Read, current management	Times Mirror microwave common carrier division
$170 million	Cook Inlet Region Inc.	WTNH-TV New Haven, Conn. (CCC/ABC)
$160 million	Knight-Ridder	KTVY(TV) Oklahoma City, WALA-TV Mobile, Ala., KOLD-TV Tucson, Ariz.(Gannett)

Chart continues on page 36

Chart continues from page 35

Price	*Buyer*	*Property (Seller)*
$150 million	Jefferson Smurfit Corp.	80% of Times-Mirror paper division
$130 million	Coca-Cola	Embassy TV
$130 million	CSI executives/TCI	Communications Services (Norman Lear)
$122.5 million	Viacom	KMOX-TV St. Louis (CBS)
$110 million	Heritage	Dallas cable system (Warner-Amex)
$107 million	CBS	Five Taft radio stations
$100 million	JMB Realty Co.	11.7% of Viacom
$96 million	Meredith Corp.	***Ladies' Home Journal, Health***
$90 million	McCaw Communications	Tucson, Ariz.; Aberdeen, Wash.; Oregon cable systems (Cox Cable)
$84 million	Smith Acquisition Co.	WHTM-TV Harrisburg, Pa.; WETM-TV Elmira, N.Y.; WSTM-TV Syracuse, N.Y. (Times Mirror)
$80 million	Gillett Communications	Fetzer TV Corp. (WKZO-TV Kalamazoo, Mich.; KMEC[TV] Sioux City, Iowa; KOLN-TV Lincoln and KGIN-TV Grand Island, both Neb.)
$75.5 million	Malrite	KLAC(AM)-KZLA-FM Los Angeles, KSRR-FM Houston (CCC/ABC)
$65 million	Queen City Broadcasting	WKBW-TV Buffalo, N.Y. (CCC/ABC)
$62 million	Price Communications	WZZM-TV Grand Rapids, Mich. (KKR/Wometco)
$61.5 million	United Cable	Hartford, Conn., cable system (Times Mirror)
$60.1 million	Keymarket Communications	KMJM(FM) St. Louis, KMJQ(FM) Houston, WLTI(FM) Detroit (The Amaturo Group)
$57 million	Freedom Newspapers	WRGB-TV Schenectady, N.Y. (John Backe)
$50 million	Columbia Pictures	CBS 25.5% stake in Tri-Star Pictures
$50 million	Burnham Broadcasting	KHON-TV Honolulu, KAII-TV Wailuku (Des Moines Register)
$50 million	Park Communications	WPAT-AM-FM Paterson, N.Y. (CCC/ABC)
$44 million	Regency Broadcasting (Carl Hirsch)	KJOI(FM) Los Angeles (Noble)
$41.7 million	Mario Vazquez Rana, Joe Russo	UPI
$40 million	Hauser Communications	Montgomery county, Md., cable sys. (Tribune-United)
$40 million	Rupert Murdoch	Metromedia Producers Corp.
$40 million	Southern Broadcast Group	WXLT(TV) Sarasota, Fla. (Sarasota-Bradenton Fla. TV)
$40 million	H&W Communications (Cecil Heftel)	KTNQ(AM)-KLVE(FM) Los Angeles (K-LOVE Radio)
$40 million	Lorimar	Bozell & Jacobs
$40 million	Simmons Communications	Long Beach, Calif., cable system
$40 million	American Cablesystems	Chicago suburban cable systems (Joyce Cable)
$39 million	Westwood One	Mutual
$38.5 million	Federal Enterprises Inc.	WWJ(AM)-WJOI(FM) Detroit (ENA)
$35 million	MCA	63% of L.J.N. Toys
$30 million	Grant Broadcasting (Milton Grant)	WWSG-TV Philadelphia (Channel 57)
$30 million	Estrela Communications	KBSC-TV Guasti (Los Angeles) (Oak)
$30 million	Price Communications	WEEK-TV Peoria, Ill.; KRCG-TV Columbia-Jefferson City, Mo. (K.C. Southern Ind.)
$27 million	Robert Sillerman	WLLZ(FM) Detroit, KPKE-FM Denver, KDWB-AM-FM Minneapolis (Doubleday)
$25 million	Draper Communications	KGBT(TV) Harlingen, Tex. (Tichenor Media Systems)
$25 million	Jones Intercable	Wisconsin Rapids, Wis., cable system
$25 million	Ackerley Communications	KVOS-TV Bellingham, Wash. (Wometco/KKR)
$24.2 million	Sterling Communications	WKJN(FM) Hammond, La.; WSSL-AM-FM Greenville, S.C.; WJDX(AM)-WMIS(FM) Jackson, Miss. (Keymarket)
$24 million	American Family Corp.	WITN-TV Washington, N.C. (WITN Inc.)
$23.5 million	DKM Broadcasting	Stuart Broadcasting (10 stations)
$21 million	Heritage Broadcasting	WREX-TV Rockford, Ill. (Gilmore)
$20 million	Toledo TV Investors	WDHO-TV Toledo, Ohio (First Nat. Bank of Boston)
$20 million	Jeff Smuylan, Steven Crane (Emmis Broadcasting)	51.6% of Emmis Broadcasting

Price	*Buyer*	*Property (Seller)*
$20-$25 mill.	Nationwide Communications	KITN-TV Minneapolis (Beverly Hills Hotel Corp. [Ivan Boesky])
$19 million	Price Communications	WLAC-AM-FM Nashville (Sudbrink Broadcasting)
$18-$20 mill.	Heritage Communications	KDLT(TV) Mitchell, KEVN-TV Rapid City, KIVV-TV Lead, all South Dakota (Dakota Broadcasting)
$18.2 million	Price Communications	WNIC-AM-FM Detroit (Josephson)
$18 million	Founders Communications	KEES(AM) Gladewater, Tex.; WXVI(AM) Montgomery, Ala.; WGIV(AM) Charlotte, N.C. (Attaway Cos.)
$17.5 million	Adams-Russell	RHG Electronics
$16.5 million	MSP TV of Midland-Odessa	KTXP(TV) Odessa, KWAB(TV) Big Spring, both Texas (Permian Basin TV)
$16 million	Gannett	KTKS(FM) Dallas (CCC/ABC)
$16 million	Group W	KMEO-AM-FM Phoenix (Scripps-Howard)
$15-$20 mill.	John Blair & Co.	Selcom Radio, Torbet Radio
$15 million	Citadel Communications	KCAU-TV Sioux City, Iowa (Forward)
$14.5 million	TV Corp. Stations	WLFL-TV Raleigh, N.C. (Family TV Corp.)
$14.5 million	Diversified Communications	WPDE(TV) Florence, S.C. (Eastern Carolinas Brdcst.)
$14.4 million	A.S. Abell	WRLH-TV Richmond, Va. (TVX Corp.)
$14 million	Silver Star Communications	WRIF(FM) Detroit (CCC/ABC)
$14 million	The Essex Group	Tennessee cable systems (Group W)
$13.5 million	KIX Broadcasting	WGKX(FM) Memphis, KSSN(FM) Little Rock, Ark. (Firstcom Corp.)
$13.2 million	Wooster Republican Printing	KAAL-TV Austin, Minn.
$13 million	Charles Wood Broadcasting	KMTC(TV) Springfield, Mo. (Midland TV)
$12.5 million	Heritage	WMET(FM) Chicago (Doubleday)
$12 million	Olympic Broadcasting	KIAK(AM)-KQRZ(FM) Fairbanks and KYAK(AM)-KGOT(FM) Anchorage, both Alaska
$12 million	Commonwealth Broadcasting	KENZ(AM)-KSAC(FM) Sacramento, KSJQ(AM) Manteca, Calif. (Jonsson Communications)
$12 million	Lorimar	DIR Broadcasting
$11.9 million	Michigan Energy Resources	WPMI(TV) Mobile, Ala. (Hess Broadcasting)
$11 million	Robert Sillerman	KHOW(AM) Denver (Metromedia)
$11 million	Atlantic TV Associates	WGGT(TV) Greensboro, N.C. (Guilford Telecasters)
$11 million	World Class Communications	WZPL(FM) Greenfield, Ind. (H&W Communications)
$11 million	Hurst Hill Holdings	WGY(AM)-WGFM(FM) Schenectady, N.Y. (Sky Comm.)
$10.7 million	TVX Broadcast Corp.	Channel 38 Associates
$10.6 million	Beasley-Reed Broadcasting	WCJX(FM) Miami (Wodlinger Brdcstg.)
$10.2 million	Terrapin Communications	WKAB-TV Montgomery, Ala. (Bahakel)
$10 million	United Stations	RKO Networks
$10 million	S.D. Broadcasting Co.	KSFY(TV) Sioux Falls, KABY-TV Aberdeen, KPRY(TV) Pierre, all S.D. (Forum Publishing Co.)
$10 million	Sandusky Newspapers	WZNE(FM) Clearwater, Fla. (DKM Broadcasting)
$10 million	Gordon Broadcasting	KHGI-TV Kearney, KWNB-TV Hayes Center and KSNB-TV Superior, all Nebraska (Amaturo Group)

On the block at yearend

The following is only a partial list of broadcast properties up for sale. Most of those listed below are on the market because companies which have merged this year have to divest properties in order to comply with FCC crossownership rules. Others appear on the list because their owners have announced they are on the market. The estimated value of stations was arrived at by canvassing brokers.

Estimated value	*Property (Owner and divestiture time period)*
$310-$400 million	WOR-TV New York (RKO)
$220-$240 million	WTVJ(TV) Miami or 138,000 cable subs (KKR granted 18-month waiver)
$210-$230 million	WAGA-TV Atlanta or 100,000 cable subs (KKR granted 18-month waiver)
$110-$120 million	KABC(AM)-KLOS(FM) Los Angeles (CCC/ABC granted 18-month waiver)
$60-$65 million	WNBC(AM)-WYNY(FM) New York (RCA-GE)*

Chart continues on page 38

Chart continues from page 37

Estimated value	*Property (Owner and divestiture time period)*
$50-$60 million	WABC(AM)-WPLJ(FM) New York (CCC/ABC granted 18-month waiver)
$48-$50 million	WMAQ(AM)-WKQX(FM) Chicago (RCA-GE)*
$45-$49 million	KDFI-TV Dallas
$37-$41 million	WJBF-TV Augusta and WTVM(TV) Columbus, both Georgia (SFN)
$36-$40 million	WTVG(TV) Toledo, Ohio (KKR granted 18-month waiver)
$32-$40 million	WKYS(FM) Washington (RCA-GE)*
$30-$50 million	KGO(AM) San Francisco (CCC/ABC granted 18-month waiver)
$30-$40 million	WLS-AM-FM Chicago (CCC/ABC granted 18-month waiver)
$30 million	WCZY-AM-FM Detroit (Gannett will keep for 4 years with ***Free Press***)
$28-$32 million	WSNL-TV Smithtown, N.Y., and WWHT(TV) Newark, N.J., or cable systems serving 195,000 subs (Storer says it wants to keep cable systems) (KKR granted 18-month waiver)

* The divestiture of the RCA-GE radio stations is anticipated under current FCC rules unless the companies request a temporary or permanent waiver to keep the stations

1985: A year like no other for the Fifth Estate

The topographical map of the broadcast and cable industries was drastically rearranged as mergers, takeovers and record-setting deals were commonplace

Is it finally over? Has the year in which the big got bigger—the year in which broadcasting companies became the subjects of their own evening newscasts—ended, or will we continue seeing wholesale redevelopment of the Fifth Estate landscape?

The year 1985 started with a bang when Taft Broadcasting Co. became the first to fill out the limit of 12 television stations by announcing its purchase of Gulf Broadcasting. It ended with NBC, only recently third among three networks, suddenly transformed into the frontrunner that may end up helping an industrial giant guard against foreign competition.

The procession of mergers and acquisitions with increasingly higher prices that have marched across these pages during the last 12 months has made for interesting reading. Very soon, however, those headlines will fade from sight and what will remain is an industry with generally higher debt levels, moderate revenue increases and some powerful new players.

Are the big different, or merely bigger? Taft Broadcasting now has a full complement of stations but has decided not to take its rep business in-house. And instead of strategic plans descending from the top stratum of management, it was decentralization that was in fashion this year, if one believes what was written in the business press. Accolades were given, with or without justification, to those companies having the smallest corporate staffs—Capcities-style—and treating stations as dispersed cash-growing islands ruled over by autonomous general managers.

■

Even with media conglomerates swallowing yet more major-market stations, the concentration of industry revenue is about the same as it was five years ago, by BROADCASTING's estimates. A look at 1985's top-10 group owners (discounting the soon-to-be-sold TV stations of RKO) shows their 1980 revenue to have been $5.2 billion and their 1985 revenue—assuming all the various mergers and other combinations had already been completed—to be an estimated $10.65 billion. When compared against McCann-Erickson's estimates of total TV and radio spending (minus a 15% agency discount) of $12.8 billion in 1980 and $22.66 billion in 1985, the top-10 broadcasters' share of the industry in the past 12 months has remained level, barely sliding from 48.4% in 1980 to 47.8% in 1985, a percentage minutely understated because it does not include the barter activity of such groups as Taft and Tribune.

But within the top-10 total, revenue for the seven group owners outside the three networks (Chris-Craft, Cox, Group W, Metromedia/Murdoch, Kohlberg Kravis Roberts & Co., Taft and Tribune) has increased at a rate nearly twice as fast as that of the three networks, significant even discounting the effects of the 1980 winter Olympics and elections on reducing the percentage of three-network revenue.

And the increased importance of such larger groups cannot be judged by revenue alone. For instance, Tribune has reached the critical mass, with its purchase of KTLA(TV) Los Angeles, where the economics of production for sitcoms may exceed buying them second-hand (off-network) in syndication.

On the selling side, Gannett believes that it achieved a critical mass in 1985 by combining all its media—newspaper, outdoor and broadcasting—and selling "turn-key" packages to advertisers. Thus, in Los Angeles the message of an advertiser such as Sears Business Systems was placed on two Gannett-owned area newspapers; in four other papers that use the just-purchased Sunday insert, *USA Weekend* (formerly *Family Weekly*); on Gannett outdoor advertising, and on KISS-FM. With the soon-to-be-completed purchase of WDVM-TV Washington, Gannett will have direct media ownership in all of the top-10 markets and, if one includes *USA Today* and *USA Weekend*, has representation in the top-100 markets.

While the higher price tags of television stations focused most of the year's attention on that side of the industry, radio groups took advantage of the FCC's relaxation of station-ownership limits as well. Most of those commenting said, however, that the diversity of programing and markets within a group tends to limit the advantages that come with size. Instead, the more noticeable merger activity took place among those who service the radio industry. In programing, United Stations bought the RKO networks and Westwood One bought Mutual. And further consolidation in the radio station rep business occurred at the end of the year when John Blair announced it would purchase Selkirk's two representation subsidiaries.

■

It will be in 1986 that the broadcasting industry will begin to see the full impact of the mergers, since by year's end most sales had not closed and those that had are still sifting together the old and new corporate entities.

"The pace of the industry has slowed down while management gets in place and everybody determines what their needs are and what debt service will call for," said Alvin Rush, president of MCA Television Group. Even Taft's purchase did not close until Aug. 1, and Ro D. Grignon, Taft's executive vice president, television, seemed only half-joking when he said that since the closing he has spent his time "mostly making introductions to the managers and staff at the [new] stations."

Along with the merger and takeover activity have come historically high levels of debt. From a macro-economic perspective there is disagreement about how dangerous the corporate leverage is. While the debt-servicing ability of broadcasting is more predictable than that of the personal computer industry, the indebtedness of the Fifth Estate has its critics as well.

The motivations for undertaking debt in 1985 ranged widely. Some companies took advantage of the lowest real interest rates in years to raise money for needs as yet undetermined, while others were paying for already announced strategic acquisitions; some executives wanted to make a profit in leveraged buyouts while others proposed debt as a defensive measure. Yet others wanted to quickly build a group from the

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The chart presupposes that station sales and mergers announced in 1985, but not yet completed or approved by regulatory bodies, will close in 1986. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1985-86 market ADI household and percentage figures released in October.

1. □ Capcities/ABC
(24.39%)

Ch. 7 WLS-TV Chicago (3) 3.49%
Ch. 30 KFSN-TV Fresno, Calif. (64) .23%
Ch. 13 KTRK-TV Houston (10) 1.64%
Ch. 7 KABC-TV Los Angeles (2) 5.11%
Ch. 7 WABC-TV New York (1) 7.78%
Ch. 6 WPVI-TV Philadelphia (4) 3.07%
Ch. 11 WTVD(TV) Raleigh-Durham, N.C. (38) .70%
Ch. 7 KGO-TV San Francisco (5) 2.37%

2. □ GE/NBC
(20.94%)

Ch. 5 WMAQ-TV Chicago (3) 3.49%
Ch. 3 WKYC-TV Cleveland (11) 1.62%
Ch. 4 KCNC-TV Denver (19) 1.17%
Ch. 4 KNBC(TV) Los Angeles (2) 5.11%
Ch. 4 WNBC-TV New York (1) 7.78%
Ch. 4 WRC-TV Washington (9) 1.77%

3. □ CBS
(19.45%)

Ch. 2 WBBM-TV Chicago (3) 3.49%
Ch. 2 KCBS-TV Los Angeles (2) 5.11%
Ch. 2 WCBS-TV New York (1) 7.78%
Ch. 10 WCAU-TV Philadelphia (4) 3.07%

4. □ Tribune
(18.60%)

Ch. 46 WGNX(TV) Atlanta (15) .68%
Ch. 9 WGN-TV Chicago (3) 3.49%
Ch. 2 KWGN-TV Denver (19) 1.17%
Ch. 5 KTLA(TV) Los Angeles (2) 5.11%
Ch. 26 WGNO-TV New Orleans (33) .37%
Ch. 11 WPIX(TV) New York (1) 7.78%

5. □ 20th Century Fox
(18.130%)

Ch. 32 WFLD-TV Chicago (3) 1.745
Ch. 33 KRLD-TV Dallas (8) .905%
Ch. 26 KRIV-TV Houston (10) .82%
Ch. 11 KTTV(TV) Los Angeles (2) 5.11%
Ch. 5 WNEW-TV New York (1) 7.78%
Ch. 5 WTTG(TV) Washington (9) 1.77%

6. □ Group W
(15.36%)

Ch. 13 WJZ-TV Baltimore (21) 1.02%
Ch. 4 WBZ-TV Boston (6) 2.33%
Ch. 9 KHJ-TV Los Angeles (2) 5.11%
Ch. 3 KYW-TV Philadelphia (4) 3.07%
Ch. 2 KDKA-TV Pittsburgh (12) 1.46%
Ch. 5 KPIX(TV) San Francisco (5) 2.37%

7. □ KKR
(13.73%)

Ch. 13 WLOS(TV) Asheville, N.C. (37) .70%
Ch. 5 WAGA-TV Atlanta (15) 1.36%
Ch. 38 WSBK-TV Boston (6) 1.165%
Ch. 8 WJKW-TV Cleveland (11) 1.62%
Ch. 2 WJBK-TV Detroit (7) 1.93%
Ch. 4 WTVJ(TV) Miami (14) 1.36%
Ch. 6 WITI-TV Milwaukee (28) .81%
Ch. 68 WWHT(TV) Newark, N.J. (1) 3.89%
Ch. 39 KCST-TV San Diego (26) .455%
Ch. 13 WTVG(TV) Toledo, Ohio (65) .44%

8. □ Taft
(11.205%)

Ch. 6 WBRC-TV Birmingham, Ala. (47) .59%
Ch. 12 WKRC-TV Cincinnati (29) .80%
Ch. 6 WTVN-TV Columbus, Ohio (33) .75%
Ch. 21 KTXA-TV Dallas-Fort Worth (8) .905%
Ch. 8 WGHP-TV High Point, N.C. (50) .57%
Ch. 20 KTXH(TV) Houston (10) .82%
Ch. 4 WDAF-TV Kansas City, Mo. (30) .80%
Ch. 6 WCIX(TV) Miami (14) 1.36%
Ch. 29 WTAF-TV Philadelphia (4) 1.535%
Ch. 10 KTSP-TV Phoenix (22) .96%
Ch. 10 WTSP(TV) St. Petersburg, Fla. (17) 1.23%
Ch. 20 WDCA-TV Washington (9) .885%

9. □ Chris Craft Industries
(10.315%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.11%
Ch. 9 KMSP-TV Minneapolis (16) 1.35%
Ch. 45 KUTP(TV) Phoenix (22) .48%
Ch. 12 KPTV(TV) Portland, Ore. (25) .90%
Ch. 4 KTVX(TV) Salt Lake City (39) .68%
Ch. 4 KMOL-TV San Antonio, Tex. (45) .61%
Ch. 44 KBHK-TV San Francisco (5) 1.185%

10. □ Cox
(8.925%)

Ch. 2 WSB-TV Atlanta (15) 1.36%
Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%
Ch. 50 WKBD-TV Detroit (7) .965%
Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.37%
Ch. 9 WFTV(TV) Orlando, Fla. (27) .83%
Ch. 11 WPXI(TV) Pittsburgh (12) 1.46%
Ch. 30 KDNL-TV St. Louis (17) .60%

11. □ Gannett
(8.645%)

Ch. 24 KVUE-TV Austin, Tex. (81) .16%
Ch. 11 WXIA-TV Atlanta (15) 1.36%
Ch. 56 WLVI-TV Boston (6) 1.165%
Ch. 9 KUSA-TV Denver (19) 1.17%
Ch. 11 WUSA(TV) Minneapolis (16) 1.35%
Ch. 5 KOCO-TV Oklahoma City (36) .71%
Ch. 12 KPNX-TV Phoenix (22) .96%
Ch. 9 WDVM-TV Washington (9) 1.77%

12. □ RKO
(8.45%)

Ch. 13 WHBQ-TV Memphis (40) .67%
Ch. 9 WOR-TV New York (1) 7.78%

13. □ Spanish International
(7.655%)

Ch. 21 KFTV(TV) Hanford, Calif. (65) .225%
Ch. 34 KMEX-TV Los Angeles (2) 2.555%
Ch. 23 WLTV(TV) Miami (14) .68%
Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.89%
Ch. 41 KWEX-TV San Antonio, Tex. (45) .305%

14. □ Scripps Howard
(7.515%)

Ch. 9 WCPO-TV Cincinnati (29) .80%
Ch. 5 WEWS(TV) Cleveland (11) 1.62%
Ch. 7 WXYZ-TV Detroit (7) 1.93%
Ch. 41 KSHB-TV Kansas City, Mo. (30) .40%
Ch. 5 WMC-TV Memphis (40) .67%
Ch. 15 KNXV-TV Phoenix (22) .48%
Ch. 28 WFTS(TV) Tampa, Fla. (17) .615%
Ch. 2 KJRH(TV) Tulsa, Okla. (54) .54%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (62) .46%

15. □ Gaylord
(7.145%)

Ch. 43 WUAB(TV) Cleveland (11) .81%
Ch. 11 KTVT(TV) Fort Worth (8) 1.81%
Ch. 39 KHTV(TV) Houston (10) .82%
Ch. 18 WVTV(TV) Milwaukee (28) .405%
Ch. 8 WVUE(TV) New Orleans (33) .74%
Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.33%
Ch. 13 WTVT(TV) Tampa, Fla. (17) 1.23%

16. □ Hearst
(7.0%)

Ch. 11 WBAL-TV Baltimore (21) 1.02%
Ch. 5 WCVB-TV Boston (6) 2.33%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%
Ch. 9 KMBC-TV Kansas City, Mo. (30) .80%
Ch. 12 WISN-TV Milwaukee (28) .81%
Ch. 4 WTAE-TV Pittsburgh (12) 1.46%

17. □ Belo Broadcasting
(5.61%)

Ch. 8 WFAA-TV Dallas (8) 1.81%
Ch. 13 WVEC-TV Hampton, Va. (46) .59%
Ch. 11 KHOU-TV Houston (10) 1.62%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
Ch. 6 KOTV(TV) Tulsa, Okla. (52) .53%

18. □ Outlet/Rockefeller
(5.05%)

Ch. 36 WATL-TV Atlanta (15) .68%
Ch. 4 WCMH-TV Columbus, Ohio (33) .75%
Ch. 59 WPDS-TV Indianapolis (25) .46%
Ch. 6 WCPX-TV Orlando, Fla. (27) .83%
Ch. 10 WJAR-TV Providence, R.I. (39) .66%
Ch. 12 KSAT-TV San Antonio, Tex. (45) .61%
Ch. 13 KOVR(TV) Stockton, Calif. (20) 1.06%

19. □ Meredith
(4.98%)

Ch. 5 WNEM-TV Bay City, Mich. (54) .51%
Ch. 24 KSEE-TV Fresno, Calif. (64) .46%
Ch. 5 KVVU-TV Las Vegas (96) .26%
Ch. 5 KCTV(TV) Kansas City (30) .80%
Ch. 35 WOFL(TV) Orlando, Fla. (27) .83%
Ch. 5 KPHO-TV Phoenix (22) .96%
Ch. 53 WPGH-TV Pittsburgh (12) .73%
Ch. 5 WTVH(TV) Syracuse, N.Y. (67) .43%

20. □ Knight-Ridder
(4.67%)

Ch. 10 WTEN(TV) Albany, N.Y. (51) .56%
Ch. 12 WJRT(TV) Flint, Mich. (54) .51%
Ch. 10 WALA-TV Mobile, Ala. (57) .49%
Ch. 2 WKRN-TV Nashville, Tenn. (31) .77%
Ch. 3 WTKR-TV Norfolk, Va. (46) .59%
Ch. 4 KTVY Oklahoma City (36) .77%
Ch. 12 WPRI-TV Providence, R.I. (42) .65%
Ch. 13 KOLD-TV Tucson, Ariz. (82) .33%

The Fowler FCC circa early 1985: the deregulators

ground up. At year's end some observers were suggesting that borrowing costs will decline further, leading perhaps to even heavier industry-wide borrowing in 1986.

In a sense, permission was granted by Washington for all the tumultuous activity in broadcasting this year. Beginning in 1981, the FCC under Chairman Mark Fowler started changing the rules of the game, including eliminating the station-trafficking rule and the regional concentration of control rule, and relaxing the multiple ownership and attribution limitations. It was written in these pages earlier in the year that the FCC had "reviewed, changed or deleted 89% of the agency's some 900 mass media rules" (BROADCASTING, Feb. 18).

Other examples of the new regulatory era were rule changes simplifying license renewals and a decision not to put a license at risk for the owner's malfeasance outside of the broadcasting industry. The dictums coming from M Street in Washington had the important result of making station operation more of a real business in the eyes of the investment community.

Does that community realize its indebtedness, figuratively speaking, to Washington? Is it worried that what Washington has given, the agenda of a different FCC chairman might take away? Apparently not, judging by the many prospectuses for below-investment-grade broadcasting bonds that have recently circulated. In the cautionary notes to investors dubbed "Risk Factors" or "Significant Considerations," the fact that broadcasting was a regulated industry was not even mentioned to those examining the $1.3-billion Metromedia Broadcasting Corp. deal, at the time the largest-ever "junk bond" offering. And the usual mention that "The broadcasting industry is subject to extensive federal regulation . . ." might seem ironic to those who think the pendulum of regulation has swung almost out of the picture.

Still, there have been no major public debt defaults in the industry, and revenue increases have kept pace with most publicly stated projections. (When broadcasting companies have undertaken leveraged buyouts, they project how much revenue will be available in future years.) Without going into the particular results of various station groups, it can be noted that the 1985 projections for such highly-leveraged companies as Wometco and Harte-Hanks, along with the more recent Multimedia and Storer projections, all fall between 10% and 11.5%, close to what most observers think the final results will be for this year but above what some see the industry achieving in 1986. Cox, with a different mix of stations, was more optimistic, projecting a 14.1% increase in 1985.

■

This past year was not all asset swapping and restructuring. At least one projection for ongoing business was noticeably off the mark. At the beginning of the year prognosticators were saying that the three television networks would register 5% revenue gains in 1985. It has instead turned out that the final network tally for the year will be a decline of somewhere between 2.5% and 4%—depending on whom you talk to. Discounting Olympic dollars, the three-network revenue will have increased a few percent, just keeping up with inflation.

The networks' current problems come at a time when there has been equally active merger activity among the consumer goods and food product companies—most of whom are major advertisers in network television. In fact, the three largest network advertisers—as measured during the first nine months of this year by the Television Bureau of Advertising using statistics from Broadcast Advertiser Reports—have either recently merged or have proposed to do so.

Again, the giants appear subsumed in a much larger industry. Although the combined advertising budgets of those merged entities—Procter & Gamble/Richardson-Vicks; R.J. Reynolds/Nabisco Brands, and Philip Morris/General Foods—were *each* over $1 billion in 1984, the combined network budgets of the three would still have been responsible for less than one of every six network dollars.

But the impact of those particular mergers on broadcasting revenue may turn out to be more complicated than a slight shift in the network-versus-advertiser odds. Among the possible ways the extra leverage could influence events, these new giant companies will have more influence with the large store chains, and that might, for instance, lead to an increased emphasis on in-store merchandising, a trend that has shown itself recently at the expense of media advertising.

Revenue increases will be important not only for paying off corporate debt, but for buying programing, which consumes roughly two-thirds of the networks' budgets, between 33% and 60% of the budgets of most television stations and, for radio, between 10% and 40%. It is the rising cost of programing that has mainly been responsible for keeping operating margins flat over the past five years for publicly traded broadcasters, according to John Suhler, president of Veronis, Suhler & Associates, which recently completed a study of broadcasters' financial results (BROADCASTING, Dec. 16).

What is the trend in programing costs? Network executives have said in recent years, and continued to say in 1985, that a new realism prevails and that they are holding the line against growing production costs. And it is generally agreed that the networks have been able to keep licensee fees to single-digit increases in recent years, a move the studios may have agreed to because there are no other customers of substance for their product.

Despite the promise of cable, the number of shows basic cable services are buying first-run from the studios can be counted on one hand. And as for the ad-hoc station groups, so far they are not willing to pay top dollar—when *Too Close for Comfort* went from the network to first-run, it did so only when talent agreed to take a pay cut.

What does the head of the largest television producer and syndication company think about the 'new realism?' Alvin Rush, president of the MCA Television Group, said: "Of course, it is sort of a self-serving line. As far as productions go, I don't think it is a new era."

The reason Rush thinks the networks will continue to face cost increases is that they will be fighting hard to preserve audience share against competition for the viewers' attention, including that provided by station groups including Tribune and Metromedia/Murdoch. "The buyer wants a bigger picture, he wants more action, more casting. . . a bigger look. And understandably, he wants to win his time period. To make that happen puts tremendous pressure on costs, and unfortunately the costs keep going up," he said.

Network executives over the past year were also saying that a new realism had also arrived for another source of programing: sports rights. But by the end of the year the signs were pointing in both directions. While NBC will come nowhere near paying the $1 billion that was initially suggested as an appropriate rights fee for the 1988 summer Olympics in Seoul, South Korea, on the other hand CBS paid nearly double to renew its four-year contract with the National Basketball Association, and the $309 million ABC will pay to broadcast the 1988 winter Olympics in Calgary, Canada, is more than triple what it paid to cover the 1984 Sarajevo games. In both the NBA and the Olympics renewal there was at least one mitigating factor—the right to broadcast additional hours—but in a low-inflation environment those price increases were still impressive.

At the station level, too, program directors were saying that the cost of off-network sitcoms and other "hot items" would no longer double or triple in the space of a few years. Here MCA's Rush was somewhat more in agreement, saying that some of the previous inflationary pressure had eased, because the "market is saturated with product."

In other ways supply and demand shifted in favor of the stations looking for product. At least in some markets the heavy buying that preceded and accompanied the sign-on of new independents has trailed off—although there are still major markets, such as Philadelphia or Washington, where the arrival of new independents has not abated. On the supply side, at least two of the networks were saying that "quick trigger" cancellations are no longer the method of operation, increasing the possibility that more shows will stay on long enough to end up in syndication.

■

During the last 12 months there was perhaps no more important sign that programing is still the lifeblood of broadcasting than the mergers, acquisitions and other forms of vertical integration that promise to bring creation and dissemination together under one corporate roof.

The examples were many. Ted Turner proposed to buy MGM but has said he would be happy to sell off everything else as long as he can keep the film library to air on his superstation, WTBS(TV) Atlanta. Rupert Murdoch completed his purchase of 20th Century Fox, and proposed last spring to purchase the six independent stations belonging to Metromedia Broadcasting Corp. Meanwhile, CBS is on the verge of completing negotiations with the Hollywood community that would allow the network to own three hours of prime time programing.

Also, the production community at least talks about building station groups, and after the sale of WOR(TV) New York was announced a few months ago, one of the major studios had its director of development working over the weekend to analyze the station as a possible acquisition. Nor do ad hoc station programing groups show any signs of diminishing.

■

For the near term, all the strategic changes in both the industry and the economy don't seem to have overly confused forecasters of the bottom line. Observers suggest real 1986 gross national product growth of 2%-3.2%, and inflation of between 3.5% and 4.2%.

Such modest growth would not be especially good news for the three television networks, since most observers think they will do no more than match nominal GNP growth (real GNP plus inflation). Robert J. Coen of McCann-Erickson is projecting a three-network revenue increase of 6%; CBS is projecting 5%-6%, and R. Joseph Fuchs of Kidder Peabody thinks 5%. TVB is more positive, suggesting a 7%-9% increase.

TVB has also projected an 11%-13% increase in local TV dollars and an 8%-10% increase in spot TV dollars, while Coen pegs the spot increase at just 8%. Those numbers would be roughly the same as the 1985 gains, and radio growth in 1986 could also be a rerun. The Radio Advertising Bureau is predicting local dollars will be up 11.7%; spot dollars up 11%, and network dollars up 13.2%.

The projected strength of local advertising will be good for television, which gets half its dollars from that source, and even better for radio, which draws on local advertisers for three-quarters of its revenue.

All those dollars will not just automatically show up on a broadcaster's balance sheet, but will instead be earned by selling against other stations and against other media. Networks and national spot will continuing selling against barter syndication and vice versa. Radio station rep firms will continue selling against the radio networks.

Despite the best laid plans, 1986 will have its share of surprises. It may be that during the next 12 months if there will be a new tax bill, or a different resolution of the must-carry controversy. Even without any unknowns it will be an interesting year.

Stuart Brotman, a Cambridge, Mass.-based industry consultant, points out that 1986 will be the first year with a strong base of stereo television sets and stations broadcasting in stereo. This will also be the year that 20-second commercials and split-30's are not just a topic of contention, but a fact of life.

In 1986 some Fifth Estate managers will accomplish their asset trading and will instead be able to determine how best to use their new rosters. It will be a year in which we hear much of Thomas Murphy, John Welch Jr. and, perhaps, Lawrence Tisch. It will be a year in which the euphoric high of easy money in 1985 may or may not give way to a hangover. The Fifth Estate may not make news on its own evening newscasts as during the past 12 months, but it will be no less interesting. □

NBMC accused of trying to force sale of FM to minority buyer

Licensee of WYEN Des Plaines, Ill., abandons agreement to sell station to partnership, then files to sell station to Flint Metro, owned by minority; first would-be buyer files petition to deny sale to Flint, saying NBMC pressured licensee to sell WYEN to minority

The National Black Media Coalition, which was accused by the FCC's Mass Media Bureau earlier this month of using the FCC's processes to "to obtain a lucrative payoff" in a broadcast license transfer case, has now been accused in a second proceeding of using the commission's processes to force a licensee to repudiate an agreement to sell its FM outlet. NBMC's aim in the second case was said to be to pressure the licensee to sell the station—WYEN(FM) Des Plaines, Ill.—to a minority-owned company. Counsel for NBMC, which has been opposing renewal of the station's license, called the charges "frivolous and without merit."

The charges were made by attorneys for L. David Moorehead and Larry Greene, who had agreed to buy the station for $8 million, in a suit filed in U.S. District Court for the Northern District of Illinois, and in a petition filed with the FCC. The court suit seeks an order requiring Walt-West Enterprises Inc., licensee of WYEN, to honor the agreement with Moorehead and Greene. The petition asks the commission to deny Walt-West Enterprises' application to sell the station to Flint Metro Mass Media Inc., which is owned by Vernon Merritt Jr., who is black. The proposed purchase price is $8 million.

A complicating factor in the case is NBMC's effort to have Walt-West Enterprises stripped of its license for the station because of alleged violations of the commission's equal employment opportunity rules, an effort that had been ongoing since 1982. Moorehead and Greene, who are in the business of buying radio and television stations, entered into a memorandum of agreement to buy the station, on Sept. 8, without an attorney and without being aware, according to the papers filed with the commission and the court, that the station's license was in jeopardy. (On the day following execution of the agreement, a three-judge panel of the U.S. Court of Appeals in Washington would hear oral argument on NBMC's appeal of the commission's renewal of the station's license.) The panel on Oct. 22 reversed the commission and sent the case back to the agency (BROADCASTING, Oct. 28) for further consideration.

Moorehead/Greene's attorneys cite letters to their clients from Walt-West Enterprises' Chicago counsel in making the claim that NBMC was responsible for the decision to abandon the Sept. 8 memorandum of agreement and negotiate a new one with Flint Metro. In a letter dated Sept. 25, John W.

examines technological breakthroughs and new rivalries in space ventures. The program uses footage documenting research under way in several countries as well as interviews with scientists, scholars and policymakers to examine the future impact of space technology on people's lives. Closer to the ground is a new seven-part series called *Planet Earth*. Filmed on location on seven continents, the show focuses on different studies about the planet and its solar system.

Pride of Place: Building the American Dream examines American architecture. The eight one-hour programs are hosted by Robert A.M. Stern, professor of architecture at Columbia University, and examine New York skyscrapers, William Randolph Hearst's castle, San Simeon, and the campuses of Yale University and the University of Virginia.

The Shakespeare Hour Hosted by Walter Matthau debuts Jan. 19 at 7 p.m. The 15-part series focuses on love and is composed of five Shakespeare plays: "A Midsummer Night's Dream," "Twelfth Night," "All's Well That Ends Well," "Measure for Measure" and "King Lear." Actor Walter Matthau introduces an hour-long presentation of each play, including the plot and characters and "clarifying points that might confuse modern audiences," PBS said. Matthau also concludes each program with a discussion of the play, explaining its relationship to the theme of love and to other plays in the series, PBS said. Six documentaries highlighting Shakespeare's life and artistic achievements are also included in the series.

American Music Theater

Among the specials to air on PBS next season are four on India: *Rajiv's India* (Jan. 7, 9 p.m.) profiles India's prime minister, Rajiv Gandhi; *Spiritual India* (Jan. 7, 10 p.m.) examines spiritual beliefs and astrol-

NBC goes nine for 13

NBC had its ninth win in the 13 weeks of the season so far, in the week of Dec. 16-22. NBC had an average rating of 16.5, and an average share of 27. CBS was a close second with a 16.3/26 and ABC followed with a 14.8/24.

Week 13 was the lowest win by a network this season, due in part to the large number of pre-emptions of network schedules by affiliates for sports events and specials. When a scheduled program does not run in a market, it figures into the overall prime time average as a zero.

The week also saw the networks carry a total of six Christmas specials, the highest rated of which was the 19th-ranked repeat of a *CBS Special Movie Presentation, A Christmas Carol* (18.1/28). The highest ranked Christmas episode among regular series was the 12th-ranked repeat of *Moonlighting* (19.6/30).

Despite its third-place finish, ABC took the first three nights of the week, including Wednesday, which it has lost for the past two weeks. While *Dynasty* (20/30) failed to make the top 10 for the week (it finished 11th), combined with the 13th-ranked *Hotel* (19.3/32) following it, it still helped give ABC the night.

As during the 11th week, the drop in coverage had virtually no impact on HUT levels, combined network ratings and combined network shares. HUT's for the week were 61.7 (the same as last year), combined network ratings were 47.6 (compared to 46.9 last year) and combined network shares were 77 (compared to 76 last year).

■ An ABC win on Monday was attributable to the seventh place finish of *Monday Night Football* (20.7/33). Running opposite the game from 9 to11 p.m. on NBC was *A Letter to Three Wives*, an *NBC Monday Night Movie*, which scored a 19.3/30. *Scarecrow and Mrs. King* (17.4/26) gave CBS 8-9 p.m.

■ ABC won from 8 p.m. to 10 p.m. with the ninth-ranked *Who's the Boss* (20.4/32) at 8 p.m., *Growing Pains* (18.5/28) at 8:30 p.m. and *Moonlighting* at 9 p.m. An all-Christmas night of programing on CBS—*The Life and Adventures of Santa Claus* (12.5/19) and *The Gift of Love: A Christmas Story*, a *CBS Tuesday Night Movie* (16.4/26)—combined for a 15.1/24, .1 ahead of NBC for a second place finish.

■ While ABC had 9-11 p.m. in hand with its two prime time soaps, NBC's second place finish was powered by the fifth-ranked *Highway to Heaven*. In their second week on CBS, *Mary* (14.3/23) and *Foley Square* (12.9/20) were second from 8 to 9 p.m.

■ NBC's Thursday schedule provided the highest-rated night of television by a network for the week (22/35). From 10-11 CBS's *Knots Landing* (20.6/34) was the week's eighth-ranked program.

■ An *ABC NFL Football Special* (13.4/22) on Friday could not deliver the ratings that the Monday games have delivered this season, because of stiffer competition. With fifth-ranked *Dallas* (21.1/35), CBS won the night.

■ NBC's new comedy block delivered every time period on Saturday. *Golden Girls* (19.3/33) ranked 13th. The *CBS Saturday Night Movie*, "Blazing Saddles," delivered a 12.7/22.

■ With an NFL overrun leading into its Sunday schedule until 7:23 p.m., and scoring a 20.4/37, CBS had a Sunday win that featured the third-ranked *60 Minutes* (23.6/40). From 9 p.m. to 11 p.m. on ABC, *The Toy*, starring Richard Pryor, had a 18.7/30 to rank 16th.

Rank □	Show □	Network □	Rating/Share
1.	The Cosby Show	NBC	33.1/52
2.	Family Ties	NBC	29.8/46
3.	60 Minutes	CBS	23.6/40
4.	Cheers	NBC	23.1/35
5.	Highway to Heaven	NBC	21.1/33
5.	Dallas	CBS	21.1/35
7.	Football, N.E.-Miami	ABC	20.7/33
8.	Knots Landing	CBS	20.6/34
9.	Who's the Boss	ABC	20.4/32
10.	Night Court	NBC	20.1/31
11.	Dynasty	ABC	20.0/30
12.	Moonlighting	ABC	19.6/30
13.	A Letter to Three Wives	NBC	19.3/30
13.	Golden Girls	NBC	19.3/33
13.	Hotel	ABC	19.3/32
16.	The Toy	ABC	18.7/30
17.	Miami Vice	NBC	18.6/32
18.	Growing Pains	ABC	18.5/28
19.	Falcon Crest	CBS	18.1/31
19.	A Christmas Carol	CBS	18.1/28
21.	Kate & Allie	CBS	17.7/28
22.	Scarecrow & Mrs. King	CBS	17.4/26
23.	Newhart	CBS	17.3/26
24.	20/20	ABC	17.2/29
25.	Andy Williams Special	NBC	16.6/28
25.	Mickey's Christmas Carol	NBC	16.6/26
27.	Simon & Simon	CBS	16.5/25
28.	227	NBC	16.4/28
28.	Gift-Love	CBS	16.4/26
30.	Twilight Zone	CBS	16.3/27
30.	Crazy Like a Fox	CBS	16.3/29
32.	A Team	NBC	15.8/24
32.	Remington Steele	NBC	15.8/27
34.	Kenny & Dolly Christmas	CBS	15.6/24
35.	Silver Spoons Special	NBC	15.4/28
36.	TV Bloopers & Prac. Jokes	NBC	15.1/23
36.	Cagney & Lacey	CBS	15.1/24
38.	Christmas Dream	NBC	15.0/25
39.	Dynasty II: The Colbys	ABC	14.8/23
40.	Facts of Life	NBC	14.4/26
41.	St. Elsewhere	NBC	14.3/24
41.	Mary	CBS	14.3/23
43.	Hell Town	NBC	14.1/21
44.	Hunter	NBC	14.0/25
45.	Equalizer	CBS	13.6/23
46.	Riptide	NBC	13.5/21
47.	Football, Denver-Seattle	ABC	13.4/22
48.	Spencer: For Hire	ABC	13.3/22
49.	MacGyver	ABC	13.2/21
50.	Foley Square	CBS	12.9/20
51.	Hill Street Blues	NBC	12.8/21
52.	Conan the Barbarian	NBC	12.7/21
52.	Blazing Saddles	CBS	12.7/22
54.	Hardcastle & McCormick	ABC	12.7/20
55.	Magnum P.I.	CBS	12.5/19
56.	Life Adventures of S. Claus	CBS	12.5/19
57.	Love Boat	ABC	12.3/22
58.	Kissyfur	NBC	11.9/20
59.	Airwolf	CBS	11.9/21
60.	The Insiders	ABC	11.6/18
61.	Lady Blue	ABC	10.1/17
62.	Chipmunk Reunion	NBC	9.4/16
63.	Fall Guy	ABC	8.6/16
64.	Ripley's Believe It Or Not	ABC	8.5/15
65.	Shadow Chasers	ABC	6.2/10

*indicates premiere episode

TL. App. Dec. 19.

■ KRGL (1360 khz) Myrtle Creek, Ore.—Seeks CP to change TL. App. Dec. 17.

■ WEKO (930 khz) Cabo Rojo, P.R.—Seeks CP to make changes in ant. sys. App. Dec. 23.

■ WTDY (1480 khz) Madison, Wis.—Seeks MP to change standard pattern augmentation. App. Dec. 23.

FM's

Tendered

■ *WCBN-FM (88.3 mhz) Ann Arbor, Mich.—Seeks CP to change ERP to .2 kw; change HAAT to 176 ft., and change ant., transmitter, and transmission line. App. Dec. 20.

■ *WTEB (89.5 mhz) New Bern, N.C.—Seeks CP to change freq. to 89.3 mhz and change ERP to 98.5 kw. App. Dec. 20.

Accepted

■ KCMJ-FM (92.7 mhz) Indio, Calif.—Seeks CP to change ERP to .946 kw. App. Dec. 17.

■ KDFM (103.9 mhz) Silverton, Colo.—Seeks mod. of CP to move SL to Purgatory, Colo.

■ *WLPJ (91.5 mhz) New Port Richey, Fla.—Seeks mod. of CP to change SL. App. Dec. 19.

■ *WYFS (89.5 mhz) Savannah, Ga.—Seeks mod. of CP to move SL. App. Dec. 23.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Seeks mod. of lic. to install new ant. sys. App. Dec. 20.

■ KWNR (102.7 mhz) Liberal, Kan.—Seeks CP to change TL and change HAAT to 512.99 ft. App. Dec. 20.

■ KROK (102.7 mhz) De Ridder, La.—Seeks CP to change ERP to 1.25 kw and change HAAT to 492 ft. App. Dec. 20.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change HAAT to 328 ft. App. Dec. 20.

■ WMJX (106.7 mhz) Boston—Seeks CP to change ERP to 24.5 kw; change HAAT to 719 ft., and change TL. App. Dec. 19.

■ WMBN-FM (96.3 mhz) Petoskey, Mich.—Seeks CP to change TL; change HAAT to 980.72 ft, and make changes in ant. sys. App. Dec. 20.

■ KCMI (103.9 mhz) Terrytown, Neb.—Seeks CP to change TL; change freq. to 96.9 mhz; change ERP to 100 kw, and change HAAT to 1,310 ft.

■ WKIT (102.5 mhz) Hendersonville, N.C.—Seeks CP to change TL and change HAAT to 1,701.04 ft. App. Dec. 20.

■ WRQK (106.9 mhz) Canton, Ohio—Seeks mod. of lic. to install new ant. sys. App. Dec. 20.

■ WFBG-FM (98.1 mhz) Altoona, Pa.—Seeks mod. of lic. to install new ant. sys. App. Dec. 23.

■ WJMX-FM (106.3 mhz) Florence, S.C.—Seeks CP to change TL and change HAAT to 328 ft. App. Dec. 19.

■ WWGO (102.3 mhz) St. Andrews, S.C.—Seeks CP to change ERP to 3 kw. App. Dec. 20.

■ WFKX (95.9 mhz) Henderson, Tenn.—Seeks mod. of lic. to move SL to Jackson, Tenn. App. Dec. 19.

■ WPMW (92.7 mhz) Muliens, W.Va.—Seeks mod. of CP to change ERP to 1.65 kw and change HAAT to 443 ft. App. Dec. 18.

TV

Accepted

■ *KWBR (ch. 9) Ogden, Utah—Seeks MP to move main SL outside community of lic. App. Dec. 17.

Actions

AM's

■ WAPI (1070 khz) Birmingham, Ala.—Returned app. to increase night power to 10 kw. Action Dec. 13.

■ WEYY (1580 khz) Talladega, Ala.—Granted app. to change city of lic. to Oxford, Ala., and change TL. Action May 29.

■ KRKS (990 khz) Denver—Returned app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Oct. 13.

■ WSFT (1220 khz) Thomaston, Ga.—Granted app. to increase power to 1 kw. Action Dec. 11.

■ KGEM (1140 khz) Boise, Idaho—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KTIB (630 khz) Thibodaux, La.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ WUNR (1600 khz) Brookline, Mass.—Granted app. to change monitoring radials. Action Dec. 10.

■ WSJC (810 khz) Magee, Miss.—Granted app. to make changes in ant. sys. Action Dec. 10.

■ KSLQ (1350 khz) Washington, Mo.—Granted app. to augment standard pattern. Action Dec. 10.

■ WHOT (1330 khz) Campbell, Ohio—Granted app. to move SL to 4040 Simon Road, Youngstown, Ohio. Action Dec. 12.

■ WIP (610 khz) Philadelphia—Granted app. to request assignment of new specified directions. Action Dec. 10.

■ WEAB (800 khz) Greer, S.C.—Granted app. to increase power to 1 kw. Action Dec. 11.

■ WLVS (1430 khz) Germantown, Tenn.—Granted app. to augment night directional pattern. Action Dec. 10.

■ WGOC (1090 khz) Kingsport, Tenn.—Granted app. to increase power to 10 kw. Action Dec. 11.

■ KVOZ (890 khz) Del Mar Hills, Tex.—Granted app. to change city of lic. to Loredo, Tex. Action Dec. 10.

■ WYRV (770 khz) Cedar Bluff, Va.—Granted app. to increase power to 5 kw. Action Dec. 11.

■ KASY (1210 khz) Auburn, Wash.—Returned app. to increase daytime power to 50 kw and install DA-D. Action Dec. 13.

FM's

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Dismissed app. to change TL and change HAAT to 981.3 ft. Action Dec. 17.

■ *KCDC (90.7 mhz) Longmont, Colo.—Dismissed app. to change ERP to .437 kw and change HAAT to 258 ft. Action Dec. 17.

■ *KVNF (90.9 mhz) Paonia, Colo.—Dismissed app. to change ERP to 5.915 kw and change HAAT to minus 171 ft. Action Dec. 17.

■ WJLQ (100.7 mhz) Pensacola, Fla.—Granted app. to change HAAT to 1,555 ft. Action Dec. 16.

■ KFJB-FM (101.1 mhz) Marshalltown, Iowa—Granted app. to change ERP to 75 kw. Action Dec. 18.

■ KICT (95.1 mhz) Wichita, Kan.—Dismissed app. to change HAAT to 1,040.38 ft. Action Dec. 17.

■ WSGS (101.1 mhz) Hazard, Ky.—Granted app. to change TL and change HAAT to 1,482.56 ft. Action Dec. 16.

■ WDJX (99.7 mhz) Louisville—Dismissed app. to change ERP to 24 kw and operate non-DA. Action Dec. 12.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WQCB (106.5 mhz) Brewer, Me.—Granted app. to change TL. Action Dec. 16.

■ WXLO (104.5 mhz) Fitchburg, Mass.—Granted app. to change ERP to 25.5 kw and change HAAT to 677 ft. Action Dec. 16.

■ KJJO (104.1 mhz) St. Louis Park, Minn.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action Dec. 17.

■ *WMCN (91.7 mhz) St. Paul—Dismissed app. to change freq. to 104.9 mhz. Action Dec. 16.

■ KZLS (97.1 mhz) Billings, Mont.—Granted app. to change ERP to 85 kw and change HAAT to 386 ft. Action Dec. 13.

■ *WRRC-FM (100.1 mhz) Lawrenceville, N.J.—Dismissed app. to change freq. to 107.7 mhz. Action Dec. 17.

■ KOVO (94.5 mhz) Gallup, N.M.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,381 ft. Action Dec. 13.

■ WELV-FM (99.3 mhz) Ellenville, N.Y.—Granted app. to change ERP to .1 kw. Action Dec. 18.

■ WGFB (99.9 mhz) Plattsburgh, N.Y.—Granted app. to change ERP to 100 kw and change HAAT to 984 ft. Action Dec. 18.

■ WKTC (104.3 mhz) Tarboro, N.C.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Dec. 16.

■ WFOB-FM (96.7 mhz) Fostoria, Ohio—Dismissed app. to change TL and change HAAT to 328 ft. Action Dec. 12.

■ KMOD-FM (97.5 mhz) Tulsa, Okla.—Dismissed app. to change TL; change ERP to 96.17 kw, and change HAAT to 1,327.16 ft. Action Dec. 12.

■ *KSOR (90.1 mhz) Ashland, Ore.—Dismissed app. to change HAAT to 2,658 ft. and make changes in ant. sys. Action Dec. 17.

■ WGOX (101.7 mhz) Ravenel, S.C.—Granted app. to change ERP to 1.32 kw and 483.26 ft. Action Dec. 16.

■ *KVTT (91.7 mhz) Dallas—Granted app. to change TL. Action Dec. 17.

■ KLTR-FM (93.7 mhz) Houston—Granted app. to make changes in directional pattern. Action Dec. 18.

■ KFYO-FM (102.5 mhz) Lubbock, Tex.—Granted app. to change TL; change HAAT to 841.05 ft., and make changes in ant. sys. Action Dec. 9.

■ KSOP-FM (104.3 mhz) Salt Lake City—Dismissed app. to install aux. sys. Action Dec. 12.

■ *WUDZ (91.5 mhz) Sweet Briar, Va.—Dismissed app. to change ERP to 125 w and change HAAT to 218 ft. Action Dec. 17.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Granted app. to change TL. Action Dec. 18.

■ WISS-FM (102.3 mhz) Berlin, Wis.—Granted app. to change ERP to 3 kw and change HAAT to 176 ft. Action Dec. 18.

■ WJLW (95.9 mhz) Depere, Wis.—Granted app. to change HAAT to 328 ft. Action Dec. 16.

TV's

■ WCAJ (ch. 68) Birmingham, Ala.—Granted app. to change ERP to vis. 1,380 kw, aur. 138 kw; change HAAT to 1,129 ft.; replace ant., and change TL. Action Dec. 9.

■ WIYE (ch. 55) Leesburg, Fla.—Granted app. to change HAAT to 1,691.1 ft. Action Dec. 13.

■ *WKKU (ch. 32) Aguadilla, P.R.—Granted app. to change HAAT to 791 ft and change TL. Action Nov. 22.

■ WCBD-TV (ch. 2) Charleston, S.C.—Granted app. to change TL and change HAAT to 1,949.7 ft. Action Dec. 6.

■ WJPR (ch. 21) Lynchburg, Va.—Granted app. to change ERP to vis. 4,207 kw, aur. 421 kw and replace ant. and transmission line. Action Dec. 6.

■ WBOY-TV (ch. 12) Clarksburg, W.Va.—Granted app. to change ERP to vis. 262 kw, aur. 26.2 kw. Action Dec. 11.

In Contest

ALJ Joseph Chachkin made following decision:

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted motion filed by Glorya Hammers and dismissed her app. with prejudice. By order, Dec. 11.

C1150-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 6

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Vol. 110 No. 1

Broadcasting Jan 6

NRBA and NAB working toward merger
Independents convene in Los Angeles
NBC wins November sweeps

COMING TOGETHER ☐ Draft agreement to merge National Radio Broadcasters Association into the National Association of Broadcasters has been put forward. **PAGE 59.**

INTV OPENING ☐ Association of Independent Television Stations begins "Coming of Age" convention in Los Angeles, buoyed by Frazier, Gross & Kadlec study that the best is still to come for the industry. **PAGE 61.**

ON THE TUBE ☐ Reagan and Gorbachev New Year's Day messages are exchanged and aired on Russian and U.S. television systems. **PAGE 66.**

CONGRESSIONAL REVIEW ☐ Cable copyright, scrambling and political advertising are among issues Congress may take up in 1986. Already in the works is bill to open Senate to television cameras. Other controversial issues—must carry and the mergers and acquisitions of media companies—may draw attention. **PAGE 66.**

INDEPENDENT CANVASS ☐ Survey finds top independent operators generally bullish on industry, although escalating programing costs and loss of must carry are causing concern. **PAGE 78.** A rundown of activities for the INTV convention begins on **PAGE 90.** A listing of exhibitors appears on **PAGES 96-122.**

TAKING NOVEMBER ☐ NBC wins the November sweeps, followed by CBS and ABC. **PAGE 150.**

SHUTTING DOWN ☐ Odyssey music video programing service goes dark, but new service, Hit Video USA, springs up in its place. **PAGE 160.**

NUMBER 10 ☐ NBC rides the strength of its Thursday and Saturday night schedules to another ratings victory. **PAGE 164.**

SLOW GOING ☐ Backlog at FCC for LPTV and translator applications is hurting Television Technology Corp., equipment manufacturer. **PAGE 166.**

THE REAL NUMBERS ☐ Published reports on state of radio industry come to different conclusions. The industry's exact health seems to depend on definitions of terms. **PAGE 176.**

SOUNDS GOOD ☐ Torbet Radio releases study of easy listening format. **PAGE 182.**

LOCAL CAPTIONING ☐ Two local Boston television stations join in project to closed caption news programing. **PAGE 185.**

PUBLIC PUSH ☐ NBC-owned television stations embark on project to develop "public service" programing for other owned stations and possibly national syndication. **PAGE 186.**

AFFABLE ANCHORMAN ☐ NBC-TV's morning weather anchor, Willard Scott, brings a little sunshine to the *Today* show. **PAGE 207.**

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Cablecastings

Deal is done

The spin-off of the Capital Cities Communications Inc. cable division to the Washington Post Co. was completed simultaneously last Friday (Jan. 3) with the closing of the merger (see "In Brief"). The acquisition of the division, which cost $350 million and has been renamed Post-Newsweek Cable Inc., is the largest acquisition "we have made as a company," said Howard Wall, newly named president of the division. At a breakfast meeting with reporters in New York last week, Wall said that Post-Newsweek Cable would not consider any additional major acquisitions until a "substantial portion" of the $350 million being borrowed to acquire the Capcities systems is paid off. (The company is borrowing $100 million from Metropolitan Life and is acquiring another $100 million in Eurodollar financing, with the balance coming from commercial paper.)

Wall said the cable division's goal is to produce roughly a 15% increase in cash flow annually. Wall said that under Capcities, the systems had been producing close to that. The division's 1985 cash flow totaled almost $29 million, on revenues of about $81 million. Post-Newsweek Cable contains 53 systems (112 franchises) in 15 states primarily in the South. Its current basic subscriber count is 354,000. The company also has a sizable cluster of systems in Northern California with almost 85,000 subscribers. Wall said that the MSO had an average basic penetration of between 60% and 70%, compared to an industry average of about 50%, while pay penetration is about 64% (226,000 pay units). He said that the company will continue the rebuild program commenced by Capcities, which will require another $30 million to complete. By the end of 1987, he said, 86% of the company's subscriber base will be in systems with 35 or more channels.

The cable division is based in Bloomfield Hills, Mich. (outside of Detroit). Wall indicated that he will decide later whether to move those headquarters to another location. "I'd think we'd have to look seriously at it," he said.

Wall and Joel Chaseman, president of Post-Newsweek Stations, have joint responsibility for The Washington Post Co.'s interests in the four SportsChannel pay services in New York, Philadelphia, Boston and Chicago. As to expansion there, Wall said: "There are other markets we'd like to be in." But as far as developing program ventures unrelated to sports, he said that was a "low priority" on the company's list.

Wall denied previously published reports that Capcities Chairman Thomas Murphy and Post Co. Chairman Katharine Graham had a long-standing agreement that the latter would have the first opportunity to buy the Capcities cable properties. He described the two as "long-time friends and mutual admirers" who first talked about a deal only after Capcities agreed to buy ABC and spin off the cable division. He said there was no competitive bidding by other parties for the cable systems.

Objection filed

The National Association of Broadcasters waited until the eve of the new year to register its objection at the Copyright Royalty Tribune to Ted Turner's petition that cable systems be allowed to carry Turner's superstation WTBS(TV) Atlanta at reduced compulsory license fees.

"The present rate structure applies uniformly to all stations," the NAB said. "NAB does not believe any facts have yet been presented which would justify initiating a proceeding to consider departing from this fair and sensible approach."

The NAB said it would be difficult to predict what would happen if the CRT set special rates for individual stations. If nothing else, it said, it would "lead cable systems to choose distant signals on the basis of copyright costs, in fundamental conflict with the concept of compulsory licensing. Such a result should be passed on in the first instance by Congress."

And if the CRT did grant the Turner petition, it added, the CRT would be required the consider the impact of "other related issues," notably the elimination of the must-carry rúles, on its compulsory license rates.

Joining the crowd

United Video has joined the growing number of cable programers promising to scramble its satellite feeds in 1986 using the M/A-Com Videocipher II scrambling system. Videocipher II, said Jack Riley, manager of market development for United Video, has become the industry's de facto standard.

United Video distributes via satellite three superstations—WGN-TV Chicago, WPIX(TV) New York and KTVT(TV) Dallas-Fort Worth—and a number of audio, text and data services on the subcarriers of the transponders that transmit the superstations. Because of United Video's use of subcarriers, said Riley, scrambling of the transponders' primary signals poses "unique challenges." But, he said, "M/A-Com's engineers have worked closely with our technical staff to resolve those problems. We're confident these difficulties will be overcome."

Riley also said United Video would like to serve the home satellite market, but it must first resolve copyright questions surrounding the delivery of superstations to the home satellite market. He said the issues may be addressed as part of a compromise on copyright reform being worked out between the cable and motion picture industries.

Tops in cable

Superstation WTBS(TV) Atlanta claimed last week that for October, the station had eight of the top-10 regularly scheduled programs on ad-supported cable networks. The two slots not captured by WTBS, it said, went to CBN Cable. The station said the top 10 ranked shows were *Award Theatre*, *Andy Griffith Show* (Sunday, 9:30-10 a.m.), *Sunday Afternoon Movies* and *Beverly Hillbillies* (tied for third), *Andy Griffith Show* (Tuesday-Friday, 6-6:35 p.m.) and CBN's *Wagon Train* (tied for fifth), *World Championship Sports* and *Leave it to Beaver* (tied for seventh), and *Good News* and CBN's *Wild Bill Hickok* (tied for ninth). TBS also said it was switching its original sitcom, *Rocky Road*, from 7-7:30 p.m. on Monday to 5:30-6 p.m. the same evening, effective today (Jan. 6). *Beverly Hillbillies*, which has been in that slot each weekday, will still be carried there Tuesday-Friday. *Mary Tyler Moore* will fill the gap left by *Rocky Road* at 7 p.m. on Monday.

On the block

The single-channel MDS operations in Milwaukee and Minneapolis are on the market at what should be fire-sale prices. The systems belong to Movie Systems Inc. of Des Moines, Iowa. But MSI filed for Chapter 7 bankruptcy on Dec. 13, and the systems are

Chipping away. According to a study of A.C. Nielsen data by the Cabletelevision Advertising Bureau, the viewership of advertiser-supported cable services in pay cable households increased during the 1984-85 television season, while viewing of pay cable services remained about the same and viewing of television stations decreased. The results of the CAB study of pay cable homes is summarized in the chart below. The times shown are for weekly viewing; the sum of the viewing times exceeds total usage because of the presence of more than one television set in some households. CAB also prepared charts for total cable homes and total television homes that show the same viewing trends—up for basic cable, steady for pay and down for broadcasting.

Cable services	1984-1985		1983-1984		
	time	share	time	share	% change
Ad-supported services	13:47	24	12:33	21	+14
Pay services	10:12	18	10:19	18	NC
Broadcast services					
Network affiliates	29:22	51	31:16	53	−4
Independents	7:14	12	7:35	13	−8
Public	1:30	3	1:28	3	NC
Total usage	57:54		58:39		

item now, at further direction of Fowler, has been relegated to limbo and that no target date is available for when further notice might be issued.

Staff had completed work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing. ■

Programing

NBC sweeps November sweeps

All networks show improvement over their year-ago standings

Network analysis of the Arbitron and Nielsen diary data from the November sweeps simply confirms what the national overnight ratings reported: NBC is the leading network in prime time, followed by CBS and then ABC. The good news is that affiliates of all three networks on average were either flat or had higher viewing levels than they did a year ago, reversing a trend of network viewing erosion.

An NBC analysis of both the Arbitron (223 markets) and Nielsen (225 markets) diaries shows that NBC was up 10% in household delivery in each service over the November 1984 sweeps. NBC delivered an average of 15,130,000 households per quarter hour in prime time based on Arbitron diaries, and 15,130,000 households based on Nielsen diaries.

NBC said that ABC was up 4% in Arbitron with 13,025,000 households, and CBS was virtually flat compared to a year earlier with 14,257,000 households. In Nielsen, ABC was up 5% with 13,776,000 households, while CBS again was unchanged at 14,696,000 households.

A CBS analysis of 214 Arbitron November 1985 diaries—it did not perform an analysis of the Nielsen diaries—shows that NBC increased its delivery by 11.4% to 15,004,000 households, CBS was up 0.5% to 14,198,000 households, and ABC rose 2.2% to 13,325,000 households.

The CBS analysis also said that combined network viewing increased 4.6% to 42,527,000 households per prime time quarter hour. However, since total U.S. ADI households increased 1.2% over the same period to 86,104,900, the real increase is 3.4%, or 42,011,500 households.

Using data based on 152 Arbitron-defined markets in which each of the networks has an affiliate, CBS said that NBC affiliates were first in 73.5 markets during prime time, CBS in 56 markets and ABC in 22.5 markets. In second place, CBS had 52.5 markets, ABC 54 markets and NBC 45.5 markets. Third place saw ABC in 75.5 markets, CBS 43.5 markets and NBC 33 markets.

That compares with 47 first-place finishes for NBC in 1984, 76.5 for CBS and 24.5 for ABC (In the case of a two-way tie, each affiliate was awarded half a point).

NBC's analysis of the Arbitron markets had NBC ranked first in 99 markets, 28 more than a year ago. CBS led in 83, down 21 markets, and ABC was first in 41 markets, two less than the year before. In Nielsen, NBC was first in 101 markets, up from 74 a year ago, compared to CBS which had 77, down 24, and ABC, which stayed the same at 40 .

According to CBS's analysis of Arbitron data, NBC increased its delivery of homes among 76% of its affiliates (134 markets), ABC increased among 60% of its affiliates (108 markets) and CBS increased among 39% (72 markets). CBS declined in 94 markets and was unchanged in 19. ABC was down in 49 markets and remained unchanged in 12. NBC was down in 31 and unchanged in 11.

Although starting with the same data, the networks present different numbers, usually with only slight differences. Questions such as whether or not to measure prime time programing run outside of that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

In NBC's demographic analysis of Arbitron's 223 markets, NBC led in women 18-49 and men 18-49, as it did last year. In women 18-49, NBC was up 7% from its 1984 mark. A total of 124 NBC affiliates ranked first in the women 18-49 catagory, nine more than last year. CBS was up 1%, but had 12 fewer first-place finishes. ABC gained 6% from a year ago, and picked up an additional first-place finish to bring its total to 40.

For men 18-49, NBC was up 4% from a year ago, with 122 first-place finishes, four more than a year ago. CBS remained unchanged in its delivery of men 18-49, and finished with six fewer markets than a year ago. ABC was up 1% for the catagory with three more first-place finishes.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk shows a new station in the market or an affiliation change between November 1984 and November 1985. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska, and St. Thomas, Virgin Islands.

ADI (rank)	**1985 households (000)** **ABC**	 **CBS**	 **NBC**
Abilene-Sweetwater, Tex. (155)	17	21	**23**
Albany, Ga. (150)	5	—	**65**
Albany-Schenectady-Troy, N.Y. (51)	78	88	**94**
Albuquerque, N.M. (62)	**81**	49	**81**
Alexandria, La. (163) *	7	—	**46**
Alexandria, Minn. (172)	—	**35**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**39**	25	29
Anniston, Ala. (193)	—	**14**	—
Ardmore-Ada, Okla. (173)	12	**18**	—
Atlanta (15)	177	208	**212**
Augusta, Ga. (105)	**53**	41	29
Austin, Tex. (79)	50	**59**	46
Bakersfield, Calif. (148)	24	26	**27**
Baltimore (21)	170	165	**189**
Bangor, Me. (153)	17	**25**	23
Baton Rouge (91)	**73**	59	42
Beaumont-Port Arthur, Tex. (122)	39	**42**	41
Bend, Ore. (208)	—	**6**	—
Billings-Harding, Mont. (165)	15	**18**	10
Biloxi-Gulfport-Pascagoula, Miss. (180)	**41**	—	—
Binghamton, N.Y. (134)	11	**45**	21
Birmingham, Ala. (47)	119	47	**134**
Bluefield-Beckley-Oak Hill, W.Va. (147)	28	—	**31**
Boise, Idaho (136)	27	22	**31**
Boston (6)	304	279	**338**

ADI (rank)	1985 households (000)		
	ABC	CBS	NBC
Bowling Green, Ky. (196)	**21**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	27	52	**77**
Buffalo, N.Y. (35)	96	**117**	114
Burlington, Vt. (98)	14	**48**	41
Butte, Mont. (189) *	—	**13**	9
Casper-Riverton, Wyo. (185) *	**16**	9	2
Cedar Rapids-Waterloo, Iowa (73)	55	48	**64**
Charleston, S.C. (106)	38	**44**	38
Charleston-Huntington, W.Va. (43)	75	91	**120**
Charlotte, N.C. (32)	101	**133**	50
Charlottesville, Va. (197)	—	—	**7**
Chattanooga (80)	57	52	**60**
Cheyenne, Wyo. (202) *	—	**20**	—
Chicago (3)	513	422	**527**
Chico-Redding, Calif. (140) *	**26**	**26**	6
Cincinnati (29)	118	**126**	124
Clarksburg-Weston, W.Va. (162)	—	**28**	23
Cleveland (11)	271	217	**282**
Colorado Springs-Pueblo (99)	**45**	37	40
Columbia, S.C. (87)	38	36	**87**
Columbia-Jefferson City, Mo. (137)	27	**29**	22
Columbus, Ga. (115)	**44**	42	23
Columbus, Ohio (33)	99	123	**137**
Columbus-Tupelo, Miss. (135)	13	25	**50**
Corpus Christi, Tex. (121)	**36**	26	28
Dallas-Fort Worth (8)	**265**	255	234
Davenport, Iowa-Rock Island-Moline, Ill. (74)	47	58	**67**
Dayton, Ohio (48)	69	**108**	78
Denver (19)	178	143	**179**
Des Moines (66)	56	**71**	64
Detroit (7)	295	271	**341**
Dothan, Ala. (160)	11	**41**	—
Duluth, Minn.-Superior, Wis. (120)	28	33	**34**
El Centro, Calif.-Yuma, Calif. (182) *	—	5	**11**
El Paso, Tex. (104)	36	29	**42**
Elmira, N.Y. (167)	14	—	**17**
Erie, Pa. (138)	26	22	**44**
Eugene, Ore. (133)	27	**31**	17
Eureka, Calif. (184)	9	**11**	—
Evansville, Ind. (88)	**58**	44	45
Fargo, N.D. (102)	36	33	**39**
Flagstaff, Ariz. (206)	—	—	**7**
Flint-Saginaw-Bay City, Mich. (54)	83	49	**100**
Florence, S.C. (145)	19	**54**	—
Fort Myers-Naples, Fla. (107)	22	**46**	36
Fort Smith, Ark. (149)	23	**32**	16
Fort Wayne, Ind. (93)	39	39	**40**
Fresno, Calif. (64) *	51	58	**62**
Gainesville, Fla. (170)	**20**	—	—
Glendive, Mont. (214)	—	**2**	—
Grand Junction, Colo. (177)	10	**16**	—
Grand Rapids-Kalamazoo, Mich. (41)	89	79	**97**
Great Falls, Mont. (178)	**14**	12	—
Green Bay, Wis. (68)	63	63	**71**
Greensboro-Winston Salem-High Point, N.C. (50)	81	**108**	92
Greenville-New Bern, N.C. (97)	32	49	**61**
Greenville-Asheville-Spartanburg, S.C. (37)	94	102	**124**
Greenwood-Greenville, Miss. (168)	**27**	12	—
Hagerstown, Md. (194)	—	—	**18**
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	60	70	**121**
Harrisonburg, Va. (200)	**20**	—	—
Hartford-New Haven, Conn. (24)	120	**171**	90
Helena, Mont. (210)	—	—	**6**
Houston (10)	**271**	205	222
Huntsville-Decatur-Florence, Ala. (89)	48	**52**	48
Idaho Falls-Pocatello (159)	12	18	**20**
Indianapolis (23)	113	133	**150**
Jackson, Miss. (85)	37	59	**67**
Jackson, Tenn. (190)	**30**	—	—
Jacksonville, Fla. (61)	51	**82**	54
Johnstown-Altoona, Pa. (81)	0	54	**87**
Jonesboro, Ark. (178)	**32**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	29	**35**	26
Kansas City, Mo. (30)	127	**131**	126
Knoxville, Tenn. (60)	79	**89**	48
La Crosse-Eau Claire, Wis. (127)	18	30	**44**
Lafayette, Ind. (191)	—	**13**	—
Lafayette, La. (111)	41	**65**	—
Lake Charles, La. (171)	—	—	**40**
Lansing, Mich. (100)	—	**60**	45
Laredo, Tex. (199) *	**4**	3	**4**
Las Vegas (96)	29	35	**46**
Laurel-Hattiesburg, Miss. (164)	—	—	**31**
Lexington, Ky. (77) *	44	**61**	52
Lima, Ohio (195)	—	—	**17**
Lincoln-Hastings-Kearney, Neb. (90)	27	**52**	16
Little Rock, Ark. (55)	**92**	66	74
Los Angeles (2)	569	502	**634**
Louisville, Ky. (49)	60	102	**115**
Lubbock, Tex. (141)	24	**27**	24
Macon, Ga. (132)	15	**39**	19
Madison, Wis. (109)	33	**49**	43
Mankato, Minn. (209)	—	**14**	—
Marquette, Mich. (186)	—	**22**	—
McAllen-Brownsville, Tex. (117)	**34**	31	21
Medford, Ore. (156)	12	20	**29**
Memphis (40)	82	108	**121**
Meridian, Miss. (174)	**25**	11	6
Miami (14)	154	176	**191**
Milwaukee (28)	99	119	**132**
Minneapolis-St. Paul (16)	153	**189**	171
Minot-Bismarck-Dickinson, N.D. (146) *	6	24	**36**
Missoula-Butte, Mont. (176)	—	14	**17**
Mobile, Ala.-Pensacola, Fla. (57)	70	**92**	76
Monroe, La.-El Dorado, Ark. (114)	16	**57**	29
Montgomery, Ala. (116)	20	19	**67**
Nashville (31)	92	129	**139**
New Orleans (34)	97	**133**	125
New York (1)	968	1,017	**1,165**
Norfolk-Portsmouth, Va. (46)	81	83	**99**
North Platte, Neb. (212)	—	—	**7**
Odessa-Midland, Tex. (144)	**28**	**28**	25
Oklahoma City (36)	80	**100**	98
Omaha (70)	**74**	69	**74**
Orlando-Daytona Beach, Fla. (27)	131	112	**145**
Ottumwa, Iowa-Kirksville, Mo. (204)	**22**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	35	**75**	63
Palm Springs, Calif. (183)	**7**	—	**7**
Panama City, Fla. (175)	18	—	**24**
Parkersburg, W.Va. (198)	—	—	**10**
Peoria, Ill. (100)	**41**	36	**41**
Philadelphia (4)	**493**	411	461
Phoenix (22)	122	**144**	125
Pittsburgh (12)	**251**	243	213
Portland, Ore. (25)	102	118	**120**
Portland-Poland Spring, Me. (76)	54	42	**56**
Presque Isle, Me. (205)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (42)	91	87	**125**
Quincy, Ill.-Hannibal, Mo. (152)	—	**31**	**31**
Raleigh-Durham, N.C. (38) *	97	**116**	50
Rapid City, S.D. (161)	**22**	—	15
Reno (125)	**26**	21	24
Richmond, Va. (63)	71	**84**	68
Roanoke-Lynchburg, Va. (72)	43	**73**	61
Rochester, N.Y. (71)	56	59	**66**
Rochester, Minn.-Mason City, Iowa (142)	28	20	**31**
Rockford, Ill. (112)	31	**33**	31
Roswell, N.M. (181)	—	**16**	—
Sacramento-Stockton, Calif. (20)	123	136	**168**
St. Joseph, Mo. (188)	**16**	—	—
St. Louis (18)	165	184	**192**
Salinas-Monterey-San Jose, Calif. (110)	**52**	23	39
Salisbury, Md. (166)	14	**24**	—
Salt Lake City (39)	99	93	**106**

ADI (rank)	1985 households (000) ABC	 CBS	 NBC
San Angelo, Tex. (192)	—	**12**	—
San Antonio,Tex. (45)	76	**94**	85
San Diego (26)	92	**119**	96
San Francisco (5)	297	312	**320**
Santa Barbara-Santa Maria, Calif. (113)	**28**	23	19
Sarasota, Fla. (157)	**23**	—	—
Savannah, Ga. (108) *	22	**46**	35
Seattle-Bellingham-Tacoma (13)	172	152	**193**
Selma, Ala. (210)	—	**13**	—
Shreveport, La.-Texarkana, Tex. (53)	82	**85**	69
Sioux City, Iowa (129)	33	12	**35**
Sioux Falls-Mitchell, S.D. (95)	39	**60**	25
South Bend-Elkhart, Ind. (84)	43	58	**63**
Spokane, Wash. (78)	49	56	**60**
Springfield, Mass. (103)	39	—	**47**
Springfield, Mo. (83)	24	56	**65**
Springfield-Decatur-Champaign, Ill. (69)	57	**63**	60
Syracuse, N.Y. (67)	56	73	**86**
Tallahassee, Fla. (130)	12	**48**	8
Tampa-St.Petersburg (17)	166	**196**	192
Terre Haute, Ind. (131)	11	37	**42**
Toledo, Ohio (65)	60	84	**92**
Topeka, Kan. (143)	13	**27**	23
Traverse City-Cadillac, Mich. (139)	15	**42**	35
Tucson, Ariz. (82)	46	45	**50**
Tulsa, Okla. (52)	**88**	**88**	70
Tuscaloosa, Ala. (187)	—	**9**	—
Twin Falls, Idaho (202) *	—	**10**	—
Tyler, Tex. (154)	**54**	16	—
Utica, N.Y. (158)	15	—	**30**
Victoria, Tex. (207)	6	—	**8**
Waco-Temple, Tex. (94) *	35	**51**	17
Washington (9)	242	239	**246**
Watertown-Carthage, N.Y. (169)	—	**20**	—
Wausau-Rhinelander, Wis. (128)	28	**38**	15
West Palm Beach-Ft. Pierce, Fla. (56)	50	28	**71**
Wheeling, W.Va.-Steubenville, Ohio (124)	—	**49**	48
Wichita-Hutchinson, Kan. (59)	65	**73**	67
Wichita Falls, Tex.-Lawton, Okla. (126)	27	**28**	27
Wilkes Barre-Scranton, Pa. (58)	**95**	58	93
Wilmington, N.C. (151)	30	7	**59**
Yakima, Wash. (123)	20	**31**	29
Youngstown, Ohio (92)	47	**57**	**57**
Zanesville, Ohio (201)	—	—	**10**

Untimely end for Odyssey

National Christian Network's less-than-year-old music video network dies, but another emerges

December was an interesting month for music video networks. On Dec. 5, the Odyssey Network, a service of the National Christian Network in Cocoa, Fla., went dark when RCA Americom knocked it off Satcom IV for failure to make its November lease payment. And less than two weeks later, on Dec. 16, Wodlinger Broadcasting introduced Hit Video USA via Satcom IV, a service spawned by its low-power television station in Houston and aimed at the market Odyssey had unwillingly abandoned ("In Brief," Dec. 30, 1985). The two events may be related.

Odyssey made its debut Jan. 5, 1985, promising cable and broadcast affiliates music video via Satcom IV up to 24 hours a day. According to Tom Shaw, director of programing, the service had no lack of takers. At the time the service went off the air, he said, it counted 134 broadcast affiliates (106 full power and 28 low power) and a smattering of cable, SMATV and MDS systems. Collectively, the affiliates reached 55 million homes, although most on a part-time basis and many during the early-morning hours when relatively few people are watching.

But Odyssey failed to reach its first anniversary because it was unable to convert homes reached into advertising dollars. Shaw said Odyssey barely tried, having never hired a full-time ad salesman. NCN President Ray Kassis acknowledged that Odyssey did not make "as much of an effort as we could have." But, he said, what efforts the network did make were met with "hard resistance" from advertisers put off by the network's part cable, part broadcast status.

Apparently sensing he would not be able to sell enough advertising to pay the bills, Kassis put the network on the market within two months of its debut. And by October, he said, he had an agreement to sell Odyssey, and its rights to Satcom IV, transponder 23, for the assumption of liabilities amounting to $916,000.

According to Kassis, the buyer was Wodlinger Broadcasting, which owns a few radio stations and K05HU Houston, a five-month-old LPTV station on channel 5 with a full-time music video format. As part of their deal, Kassis said, Wodlinger sent RCA Americom a check for almost $67,000 covering the November lease payment for transponder 23.

The next thing Kassis knew, Wodlinger

DO NICE GUYS ALWAYS FINISH LAST?
HIGH SCHOOL USA
Marquee Edition
King Features Entertainment
Phone
TWX
London Phone
Telex
Los Angeles Phone

Networks bring out repeats as winter doldrums set in

The 14th week of the 1985-86 prime time season saw viewership experience its sharpest decrease this season. NBC's 10th win during the week of Dec. 23-29 came with only a 15.1 average rating and a 26 average share, the season's lowest ranked victory so far. CBS had a 14.6/25 and ABC a 13/23.

The new low follows a drop in viewership that began during Thanksgiving week. For the week, HUT's were at 57.7, down 2% from 58.9 for the comparable week last year.

In addition to the fall in viewers, the networks experienced reduced coverage during the week, as holiday specials aired in local markets. In turn, the networks resorted to the airing of repeat episodes of programs. Thirty-four of the week's 67 programs were repeats. Five of those were in the week's top 10, all from NBC. All five of the shows were from the network's Thursday and Saturday comedy blocks.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.8/60
2.	Family Ties	NBC	28.6/44
3.	60 Minutes	CBS	25.5/41
4.	Murder, She Wrote	CBS	24.0/37
5.	Cheers	NBC	21.1/32
6.	Golden Girls	NBC	20.4/34
7.	Crazy Like a Fox	CBS	19.9/30
8.	Football, Radiers-Rams	ABC	19.8/32
9.	Knots Landing	CBS	19.7/34
10.	Miami Vice	NBC	19.2/32
11.	Kate & Allie	CBS	18.8/29
12.	Facts of Life	NBC	18.1/31
13.	Newhart	CBS	18.1/28
14.	Simon & Simon	CBS	17.8/28
15.	Dynasty	ABC	17.7/31
16.	Between Darkness and Dawn	NBC	17.7/28
17.	Hotel	ABC	17.1/33
18.	227	NBC	17.1/29
19.	Night Court	NBC	17.1/27
20.	Trapper John, M.D.	CBS	16.8/28
21.	Dynasty II: The Colbys	ABC	15.9/25
22.	Highway to Heaven	NBC	15.8/30
23.	20/20	ABC	15.8/27
24.	Cagney & Lacey	CBS	15.7/25
25.	Fast Copy	NBC	15.3/28
26.	Gimme a Break	NBC	15.2/26
27.	Superman II	ABC	15.1/24
28.	Hunter	NBC	15.0/27
29.	Scarecrow & Mrs. King	CBS	14.8/24
30.	Behind Enemy Lines	NBC	14.5/23
31.	Webster	ABC	14.4/25
32.	Magnum P.I.	CBS	14.1/22
33.	Rocky II	CBS	13.7/24
34.	Garfield Special	CBS	13.5/23
35.	Mr. Belvedere	ABC	13.3/23
36.	Hill Street Blues	NBC	13.2/23
37.	Hardcastle & McCormick	ABC	13.2/22
38.	TV Bloopers & Prac. Jokes	NBC	13.0/21
39.	Who's the Boss	ABC	12.9/29
40.	Amazing Stories	NBC	12.9/20
41.	Growing Pains	ABC	12.3/27
42.	Diff'rent Strokes	ABC	12.3/21
43.	Misfits of Science	NBC	12.2/21
44.	Equalizer	CBS	12.1/23
45.	Mary	CBS	11.9/23
46.	Moonlighting	ABC	11.7/25
47.	Alfred Hitchcock Presents	NBC	11.6/17
48.	Hell Town	NBC	11.5/20
49.	Foley Square	CBS	11.4/21
50.	A Team	NBC	11.3/25
51.	Riptide	NBC	11.3/25
52.	Kennedy Center Honors	CBS	11.3/20
53.	Benson	ABC	11.3/19
54.	Spencer: For Hire	ABC	11.1/24
55.	Charlie & Co.	CBS	11.1/20
56.	Punky Brewster	NBC	10.9/18
57.	Remington Steele	NBC	10.8/24
58.	St. Elsewhere	NBC	10.8/21
59.	Twilight Zone	CBS	10.6/18
60.	The Insiders	ABC	9.9/19
61.	Our Family Honor	ABC	9.8/18
62.	George Burns Comedy	CBS	9.8/17
63.	Growing Old in America	ABC	9.6/17
64.	The Black Stallion	CBS	9.5/21
65.	Shadow Chasers	ABC	6.7/10
66.	Stir Crazy	CBS	6.3/14
67.	Making of Supergirl	ABC	6.1/10

*indicates premiere episode

magazine. But, after a few conversations with Kassis, concluded that Kassis "didn't have anything to sell." To say Odyssey reached 55 million homes even on a part-time or off-hour basis is a "gross exaggeration," she said. Kassis "represented" to several people that he had a deal with Wodlinger to keep creditors at bay, he said.

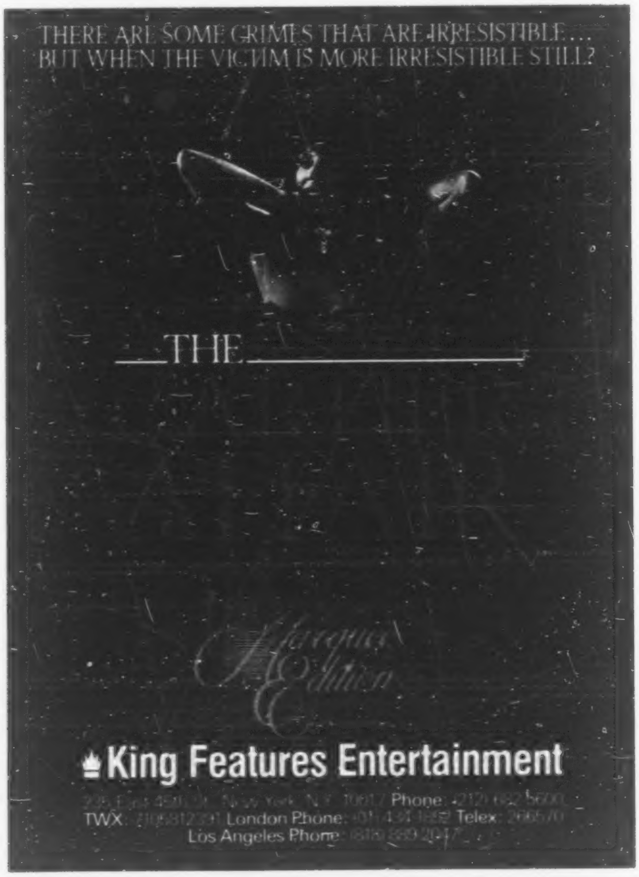
Wodlinger did send RCA a check for $67,000, she said, but not as part of any deal with Kassis, but as an upfront payment on the next available transponder on Satcom IV. It needed the transponder so that it could begin satellite distribution of Hit Video.

The list of Odyssey affiliates that Wodlinger received is of little value to Hit Video, Wodlinger said. Hit Video's principal market is not broadcasting, which contributed the bulk of Odyssey's audience, she said, but cable. Hit Video will sign an affiliation agreement with a television station only after failing to sign up the cable systems in its market, she said.

The operators of Odyssey and Hit Video agree on one point: MTV Networks, the purveyor of MTV and VH-1, has made life difficult for all challengers to its preeminence in the business. According to Shaw, Oydssey had little success landing cable affiliates during its 11-month life even though it charged no affiliation fee because many MSO's had signed contracts for MTV that prohibited them from carrying a second rock music video service other than VH-1.

Hit Video feels its service is being handicapped by MTV Networks contracts with some of the record companies that grant MTV Networks exclusive use of new videos for up to six months—a substantial window in the here-today, gone-tomorrow world of popular music. Charging, in part, that such contracts are a violation of federal antitrust statutes, Wodlinger said, Hit Video sued MTV Network in October for more than $200 million.

MTV Networks spokesman Barry Kluger acknowleged that the company does have exclusivity agreements with some record companies, but added that they represent nothing out of the ordinary in the entertainment industry. "We maintain that they are valid and acceptable," he said. He would not comment on MTV Networks' contracts with MSO's. □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Independents' economic indicators on rise

Frazier, Gross & Kadlec study shows stations posting revenue increases, predicts country's growth areas; bad news is steady rise in program prices

Although all of the news for the independent television industry these days is not great, it still has plenty to crow about.

According to a study by Frazier, Gross & Kadlec Inc., commissioned by the Association of Independent Television Stations (BROADCASTING, Dec. 23, 1985), the industry has been experiencing remarkable growth, in the numbers of independents (from 120 in 1980 to 283 in 1985), in revenues and in audience share.

- According to the study (see chart at right), TV ad revenues have increased over the past 25 years at slightly less than 11% a year. From 1960 to 1975, those revenues increased about 8% a year; from 1975 through 1985, they grew at an average estimated rate of about 15% a year, with total TV advertising now exceeding $18 billion. Also since 1965, local revenues have been growing faster than those in either the network or national sectors.
- Revenue growth—based on FCC fig-

Historic and projected gross TV revenues

Year	*Network (millions)*	*Avg. ann. % growth*	*National/ regional (millions)*	*Avg. ann. % growth*	*Local (millions)*	*Avg. ann. % growth*
1960	$747	—	$469	—	$241	—
1965	1,142	8.9	796	11.2	328	6.4
1970	1,551	6.3	1,103	6.7	589	12.4
1975	2,157	6.8	1,449	5.6	1,116	13.6
1980	4,808	17.4	2,929	15.1	2,542	17.9
1985*	8,102	11.0	5,330	12.7	4,960	14.3
1990*	12,807	9.6	9,303	11.8	9,490	13.9

*estimate

Advertising revenue distribution by source

Year	*Total Advertising revenues (millions)*	*Network % of total*	*National/ Regional % of total*	*Local % of total*
1960	$1,457	51	32	17
1965	2,266	50	35	15
1970	3,243	48	34	18
1975	4,722	46	31	23
1980	10,279	47	28	25
1985 est.	18,392	44	29	27
1990 est.	31,600	41	29	30

Independent TV gross national spot and local time sales 1975-1990

	All Station's Gross National and Local Sales		*Indie's Gross of national and local sales*		
Year	*Sales (millions)*	*% increase*	*Sales (millions)*	*% increase*	*% of total*
1975	$2,564	9	$401	17	16
1976	3,354	31	585	46	17
1977	3,598	7	627	7	17
1978	4,375	22	780	24	18
1979	4,871	11	885	13	18
1980	5,471	12	1,087	23	20
1981*	6,275	15	1,351	24	22
1982*	7,197	15	1,648	22	23
1983*	8,061	12	1,928	17	24
1984*	9,351	16	2,236	16	24
1985*	10,290	10	2,527	13	25
1986**	11,575	12	2,957	17	26
1987**	13,010	12	3,400	15	26
1988**	15,014	15	4,012	18	27
1989**	16,725	11	4,614	15	28
1990**	18,793	12	5,398	17	29

* INTV/TVB estimates
** Frazier, Gross & Kadlec estimates

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ures from 1960-1980 and projected by Frazier, Gross & Kadlec for the years thereafter—nearly tripled between 1970 and 1980. And according to the study (see charts page 174), revenues were estimated to have doubled between 1980 and 1985 and were predicted to double again by 1990. All TV stations in the top 20 ADI's (Arbitron areas of dominant influence) contribute, according to the study, about half of the total industry revenues, while the top 60 markets contribute about 75%. In 1970, only New York and Los Angeles recorded revenues above $100 million for the year. In 1975, Chicago did the same, and in 1980, six additional markets did that. In 1985, the study estimated that a total of 21 TV markets accrued more than $100 million in net revenues, and in 1990, according to the study, 36 markets should be generating that much.

Also according to the study, Los Angeles will remain as the leading TV revenue market in 1990 (see chart, page 178), with net nonnetwork market revenues projected to be $1.25 billion at that time. Revenues in the New York market are projected to be $1.19 billion then. And the study projected that Chicago, San Francisco and Dallas will rank third, fourth and fifth, with net nonnetwork expenditures ranging from $550 million to $600 million.

- Using revenue growth as the measure, the fastest growing TV market, according to the study (see chart below) was Austin, Tex., where revenues grew 16.8% from 1984 to 1985. The Orlando-Daytona-Melbourne, Fla., market, was a close second, with revenue growth of 15.8% over that same period.

Topping the list of the markets the study projects will experience the most revenue growth from 1985 through 1990 is Odessa-Midland, Tex. (see charts below), which is projected to increase revenues annually by 17% through those years. The study further noted that "industry wisdom" holds that a market must generate revenues of about $30 million to support an independent station profitably. "If this theory is sound, in the next few years Baton Rouge, Lexington, Ky., and Portland-Poland Spring, Me., would be markets in which to start up the first independent station," the study said. "Other markets that currently do not have an independent operation but are forecast to be prime targets for an independent by 1990 are: Burlington, Vt.-Plattsburgh, N.Y.; Augusta, Ga.; Beaumont-Port Arthur, Tex.; Bristol, Va.-Kingsport-Johnson City, Tenn., and Santa Barbara-Santa Maria-San Luis Obispo, Calif."

- Also according to the study, independent television national spot and local ad revenues reached an estimated $2.5 billion in 1985, up 13% from the year before. And independent TV stations, according to the study, have increased their share of total TV national and local revenues from about 16% in 1975 to about 25% in 1985. The study also projected that independent television stations will command 29% of total TV station revenues by 1990 (see chart page 174).

On the down side, the study noted that program costs have been skyrocketing. They have, according to the study, doubled since 1980 and now account for more than half of an independent station's expenses. The study also warned that the growth of TV advertising revenues is likely to lessen in response to a continued inflation rate of 5% or less, and noted that if the must-carry rules are not restored, local TV stations may be excluded from cable systems or forced to pay for carriage. The environment for launching new independent operations may be particularly iffy, according to the study. "Since some start-up operations are thinly capitalized, the loss of the 'must-carry' rule, a lower than anticipated rate of increase in advertising expenditures, and/or a continued escalating cost of programing will erode start-up cash flow," the study said. □

Twelve fastest growing markets using market revenues 1984-85

ADI rank	*Market*	*1984-85 % growth*
79	Austin, Tex.	16.8
27	Orlando-Daytona-Melbourne, Fla.	15.8
17	Tampa-St. Petersburg, Fla.	15.5
113	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	15.4
107	Fort Myers-Naples, Fla.	15.3
8	Dallas	14.8
10	Houston	14.8
13	Seattle-Tacoma	14.8
38	Raleigh-Durham, N.C.	14.5
125	Reno	14.5
64	Fresno, Calif.	14.0
61	Jacksonville, Fla.	14.0

Projected fastest growing markets using market revenues 1985-90

ADI rank	*Market*	*1985-90 % growth*
144	Odessa-Midland, Tex.	17.0
27	Orlando-Daytona-Melbourne, Fla.	16.8
79	Austin, Tex.	16.2
107	Fort Myers-Naples, Fla.	15.7
26	San Diego	15.7
8	Dallas-Fort Worth	15.5
14	Miami	15.5
10	Houston	15.4
45	San Antonio, Tex.	15.3
22	Phoenix	15.0
24	Hartford-New Haven, Conn.	15.0
38	Raleigh-Durham, N.C.	15.0

Radio profitability: an inexact science

Calculating radio's bottom line has so many variables, and so many definitions of word 'profit' that sometimes it is difficult to determine overall financial picture

The prognosis for radio is in need of a third opinion. To start with, a Dec. 23, 1985, *Business Week* article reported, "Fully half of the 8,500 commercial radio stations in the U.S. lose money each year." Then, only a week later, a nationally syndicated article from the *Los Angeles Times* reported: "... big business has finally recognized radio as the high-profit, low-overhead industry that it's always been."

The problem may be confusion, rather than disagreement, according to industry experts, who say there are so many definitions of the word "profit" that those using the term can reach diametrically opposed conclusions, as the two statements above illustrate.

Profit indeed has many names: pre-tax profit, operating profit, cash flow and net income. There is the profit recorded in the books kept for tax purposes and the profit written in the annual report. None have necessarily the same definition and all are equally valid.

The FCC used to collect financial data from radio stations but stopped doing so in 1980. Within the past month, however, the National Association of Broadcasters released a voluntary survey, which had a 20% response rate among the country's 8,639 commercial radio stations.

The NAB survey showed pre-tax profit

Net Nonnetwork Revenues (in thousands)

Market	1980	1985*	1990*	Avg. annual growth	
				80-85	85-90*
Abilene-Sweetwater, Tex.(155)	$4,118	$7,296	$12,858	12.1%	12.0%
Albany, Ga.(150)	n/a	8,066	13,616	n/a	11.0
Albany-Schenectady, N.Y.(51)	21,396	36,798	62,990	11.5	11.3
Albuquerque, N.M.(62)	16,201	33,097	63,725	15.4	14.0
Amarillo, Tex.(118)	6,106	11,042	20,067	12.6	12.7
Atlanta(15)	92,374	146,786	270,444	9.7	13.0
Augusta, Ga.(105)	6,880	13,542	25,172	14.5	13.2
Austin, Tex.(79)	13,019	33,733	71,464	21.0	16.2
Bakersfield, Calif.(148)	6,055	11,152	20,052	13.0	12.4
Baltimore(21)	54,237	94,554	163,316	11.8	11.6
Bangor, Me.(153)	3,997	7,049	12,400	12.0	12.0
Baton Rouge(91)	13,051	26,804	53,445	15.5	14.8
Beaumont-Pt. Arthur, Tex.(122)	9,144	15,503	26,598	11.1	11.4
Billings-Hardin, Mont.(165)	n/a	4,961	7,357	n/a	8.2
Binghamton, N.Y.(134)	5,275	9,379	16,588	12.2	12.1
Birmingham, Ala.(47)	22,704	38,805	66,307	11.3	11.3
Boise(136)	7,130	13,891	24,965	14.3	12.4
Boston(6)	126,952	251,372	483,995	14.6	14.0
Bristol, Va.-Kingsport-Johnson City, Tenn.(86)	7,708	13,741	23,681	12.3	11.5
Buffalo, N.Y.(35)	34,597	49,568	75,569	7.5	8.8
Burlington, Vt.-Pltsbrg, N.Y.(98)	7,940*	17,283	33,438	16.8	14.1
Cedar Rapids-Waterloo, Dubuque, Iowa(73)	11,737	18,105	27,857	9.1	9.0
Charleston, S.C.(106)	9,092	17,956	32,646	14.6	12.7
Charleston-Hntngtn, W.Va.(43)	15,211	25,345	42,363	10.8	10.8
Charlotte, N.C.(32)	30,914	58,116	104,727	13.5	12.5
Chattanooga(80)	10,092	18,290	31,662	12.6	11.6
Chicago(3)	198,104	337,372	594,565	11.2	12.0
Cincinnati(29)	44,704	78,902	138,680	12.0	11.9
Cleveland(11)	72,492	114,871	180,175	9.6	9.4
Colorado Springs-Pueblo(99)	10,531	20,049	37,432	13.7	13.3
Columbia, S.C.(87)	10,849	20,342	37,678	13.4	13.1
Columbia-Jeff. City, Mo.(137)	4,631	7,543	12,653	10.2	10.9
Columbus, Ga.(115)	4,895	11,146	18,613	17.9	10.8
Columbus, Ohio(33)	34,405	57,754	97,319	10.9	11.0
Corpus Christi, Tex.(121)	8,417	14,701	25,931	11.8	12.0
Dallas-Fort Worth(8)	114,608	208,342	551,567	18.5	15.5
Davenport, Iowa-Rock Island-Moline, Ill.(74)	12,110	19,799	32,618	10.3	10.5
Dayton, Ohio(48)	23,952	38,072	61,260	9.7	10.0
Denver(19)	72,633	142,017	275,849	14.4	14.2
Des Moines, Iowa(66)	14,415	21,931	33,744	8.8	9.0
Detroit(7)	104,277	156,621	241,091	8.5	9.0
Duluth, Minn.-Supr., Wis.(120)	6,116	8,448	12,703	6.7	8.5
El Paso(104)	9,703	17,639	32,889	12.7	13.3
Erie, Pa.(138)	5,314	8,793	14,486	10.6	10.5
Eugene, Ore.(133)	n/a	13,936	22,444	n/a	10.0
Evansville, Ind.(88)	9,781	15,752	24,797	10.0	9.5
Fargo, N.D.(102)	7,732	13,020	21,450	11.0	10.5
Flint-Saginaw, Mich.(54)	16,393	27,794	46,561	11.1	10.9
Fort Myers-Naples, Fla.(107)	8,242	17,721	36,741	16.5	15.7
Fort Smith, Ark.(149)	4,496	8,388	15,318	13.3	12.8
Fort Wayne, Ind.(93)	11,300	16,363	24,684	7.7	8.6
Fresno (Visalia), Calif.(64)	20,607	36,662	65,190	12.2	12.2
Grand Rapids-Kalamazoo-Battle Creek, Mich.(41)	22,407	38,382	64,676	11.4	11.0
Green Bay, Wis.(68)	14,248	23,036	37,694	10.1	10.4
Greensboro-High Point-Winston Salem, N.C.(50)	17,780	35,228	66,941	14.7	13.7
Greenville-New Bern-Washington, N.C.(97)	9,186	14,451	23,168	9.5	9.9
Greenville-Spartanburg,S.C.-Asheville, N.C.(37)	22,914	40,856	73,984	12.3	12.6
Harrisburg-Lancaster-Lebanon-York, Pa.(44)	20,215	29,745	47,687	8.0	9.9
Hartford, Conn.(24)	35,906	81,982	164,895	18.0	15.0
Houston(10)	105,032	241,621	494,497	18.1	15.4
Huntsville-Decaturt, Florence,Ala.(89)	7,453	13,602	24,408	12.8	12.4
Idaho Falls-Pocatello(159)	3,231	4,674	6,868	7.7	8.0
Indianapolis(23)	52,855	91,401	159,219	11.6	11.7
Jackson, Miss.(85)	9,556	17,231	30,639	12.5	12.2
Jacksonville, Fla.(61)	21,971	43,981	84,682	14.9	14.0
Johnstown-Altoona, Pa.(81)	7,223	11,277	17,383	9.3	9.0
Joplin, Mo.-Ptsbrg, Kan.(119)	4,800	7,992	12,755	10.7	9.8
Kansas City(30)	44,564	77,835	134,861	11.8	11.6
Knoxville(60)	14,217	26,193	47,939	13.0	12.8
La Crosse-Eau Clr, Wis.(127)	n/a	11,043	20,346	n/a	13.0
Lafayette, La.(111)	9,450	16,437	30,824	11.7	13.4
Las Vegas(96)	12,187	32,335	64,474	21.5	14.8
Lexington, Ky.(77)	11,063	20,137	36,288	12.7	12.5
Lincoln-Hastings-Kearney, Neb.(90)	$8,658	$15,528	$27,488	12.4%	12.1%
Little Rock-Pine Bluff, Ark.(55)	19,441	33,457	58,386	11.5	11.8
Los Angeles(2)	320,899	681,409	1,254,286	16.3	13.0
Louisville, Ky.(49)	26,536	38,795	57,532	7.9	8.2
Lubbock, Tex.(141)	7,569	14,719	27,700	14.2	13.5
Macon, Ga.(132)	n/a	10,082	18,168	n/a	12.5
Madison, Wis.(109)	10,909	17,396	28,452	9.8	10.3
McAllen-Brownsville, Tex.(117)	n/a	13,524	25,028	n/a	13.1
Medford-Klmth Flls, Ore.(156)	n/a	6,246	10,525	n/a	11.0
Memphis(40)	25,887	47,564	83,824	12.9	12.0
Miami(14)	83,797	173,564	357,373	15.7	15.5
Milwaukee(28)	42,549	71,298	121,173	10.9	11.2
Minneapolis-St. Paul(16)	68,935	133,568	254,925	14.1	13.8
Mobile, Ala.-Pnscl, Fla.(57)	14,811	26,996	50,180	12.8	13.2
Monroe, La.-El Drd, Ark.(114)	6,183	9,083	14,299	8.0	9.5
Montgomery, Ala.(116)	8,492	13,154	20,708	9.1	9.5
Nashville(31)	26,151	52,976	100,666	15.2	13.7
New Orleans(34)	39,277	73,661	129,237	13.4	11.9
New York(1)	343,292	652,172	1,190,989	13.7	12.8
Norfolk-Prtsmth-Newport News-Hampton Rds, Va.(46)	22,969	45,381	86,234	14.6	13.7
Odessa-Midland, Tex.(144)	5,109	12,189	26,724	19.0	17.0
Oklahoma City(36)	35,399	64,058	112,389	12.6	11.9
Omaha(70)	18,643	30,656	50,825	10.5	10.6
Orlando-Dytn Beach, Fla.(27)	32,329	71,071	154,294	17.1	16.8
Padch, Ky.-Cape Girardaeu, Mo.-Harrisonburg, Ill.(75)	8,863	16,394	28,380	13.1	11.6
Peoria, Ill.(100)	10,019	15,173	23,026	8.7	8.7
Philadelphia(4)	133,087	237,459	414,761	12.3	11.8
Phoenix(22)	56,316	109,613	220,471	14.2	15.0
Pittsburgh(12)	67,643	103,377	158,694	8.9	9.0
Portland, Me.(76)	9,582	19,002	35,949	14.7	13.6
Portland, Ore.(25)	45,134	86,202	150,565	13.8	11.8
Providence, R.I.-New Bedford, Mass.(42)	22,131	37,279	62,817	11.0	11.0
Raleigh-Durham, N.C.(38)	20,208	45,206	90,925	17.5	15.0
Reno(125)	7,856	12,893	21,823	10.4	11.1
Richmond, Va.(63)	15,848	32,914	61,180	15.7	13.2
Roanoke-Lynchburg, Va.(72)	11,256	19,382	32,955	11.5	11.2
Rochester-Austin, Minn.-Mason City, Iowa(142)	5,476	8,648	13,429	9.6	9.2
Rochester, N.Y.(71)	19,469	31,431	49,480	10.1	9.5
Rockford, Ill.(112)	9,023	13,168	20,002	7.9	8.7
Sacramento, Calif.(20)	47,989	100,769	198,314	16.0	14.5
St. Louis(18)	63,119	103,811	171,023	10.5	10.5
Salinas-Monterey(110)	15,349	22,582	36,369	8.0	10.0
Salt Lake City(39)	32,870	58,353	112,354	12.2	14.0
San Antonio, Tex.(45)	27,027	63,860	130,129	18.8	15.3
San Diego(26)	44,722	97,102	201,324	16.8	15.7
San Francisco(5)	148,857	292,896	569,409	14.5	14.2
Snta Brbra-Snta Maria-San Luis Obispo, Calif.(113)	5,561	11,658	22,446	16.0	14.0
Savannah, Ga.(108)	6,590	12,340	21,747	13.4	12.0
Seattle-Tacoma(13)	68,659	149,285	297,664	16.8	14.8
Shreveport, La.-Texarkana(53)	11,699	21,441	37,955	12.9	12.1
Sioux City(129)	6,409	8,522	12,121	5.9	7.3
Sioux Falls-Mitchell, S.D.(95)	5,939	12,357	23,275	15.8	13.5
South Bend-Elkhart, Ind.(84)	9,703	16,879	29,482	11.7	11.8
Spokane(78)	13,702	22,189	35,898	10.1	10.1
Springfield, Mo.(83)	8,850	15,281	25,403	11.5	10.7
Springfield-Decatur, Ill.(69)	14,741	19,406	28,580	5.7	8.0
Syracuse, N.Y.(67)	15,804	24,647	39,227	9.3	9.7
Tallahassee, Fla.-Thomasville, Ga.(130)	n/a	10,680	19,504	n/a	12.8
Tampa-St. Petersburg(17)	59,217	112,176	220,764	13.6	14.5
Terre Haute, Ind.(131)	5,945	9,111	13,890	8.9	8.8
Toledo, Ohio(65)	n/a	29,040	48,276	n/a	10.7
Topeka, Kan.(143)	n/a	7,947	12,784	n/a	9.9
Traverse City, Mich.(139)	4,480	7,180	11,252	9.9	9.4
Tucson, Ariz.(82)	14,461	25,937	47,597	12.4	12.9
Tulsa(52)	22,679	43,853	81,154	14.1	13.1
Washington(9)	97,034	190,620	362,219	14.5	13.7
Wausau-Rhnlndr, Wis.(128)	4,211	6,150	10,132	7.9	10.5
Wichita-Hutchinson, Kan.(59)	15,907	29,911	53,901	13.5	12.5
Wichita Falls, Tex.-Lawton, Okla.(126)	6,624	10,289	16,301	9.2	9.6
Wilkes Barre-Scrntn, Pa.(58)	11,806	19,962	33,622	11.1	11.0
Yakima, Wash.(123)	3,865	9,639	15,601	20.1	10.1
Youngstown, Ohio(92)	8,759	12,029	17,675	6.6	8.0

*Estimate

(AM) Virginia Beach, Va. Filed Dec. 18.

■ WFON(FM) Fond du Lac, Wis. (107.1 mhz; 3 kw; HAAT: 312 ft.)—Seeks assignment of license from Costas Enterprises Inc. to WFON Inc. for $2,475,000, comprising $110,000 cash, $110,000 no interest note payable six months after closing and remainder notes. Seller is owned by Miller and Gresham Roskamp and Donald Rabbitt. It has no other broadcast interests. Buyer is principally owned by Donald Jones, who owns Wisconsin Cablevision, Fond du Lac-based cable MSO. It also owns WLIP(AM)-WJZQ(FM) Kenosha, Wis., and KFIZ(AM) Fond du Lac, Wis. Filed Dec. 18

New Stations

AM's

■ Pooler, Ga.—Mark Howard Gunn seeks 1180 khz; 5 kw-D; 500 w-N. Address: 11533 Vista Haven Dr., Pineville, N.C. 28134. Principal has no other broadcast interests. Filed Dec. 23.

■ Jonesville, Ky.—Peter J. Rinaldi seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 5 Emerald Dr., Natchez, Miss. 39120. Principal owns KAIN(AM) Vidalia, La. Filed Dec. 12.

■ Avon, N.Y.—Radio Livingston, Ltd. seeks 1030 khz; 1.7 kw-D. Address: South Lima Rd., Livonia, N.Y. 14487. Principal is owned by Thomas G. Presutti. It has no other broadcast interests. Filed Dec. 23.

■ Caroiina Beach, N.C.—Gulfstream Radio seeks 1180 khz; 2.5 kw-D. Address: 310 Aademy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and is app. for two new AM's. Filed Dec. 23.

■ Linden, N.C.—Michael B. Glinter seeks 1180 khz; 2.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Orangeburg, N.C.—Michael B. Glinter seeks 1180 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Quinby, N.C.—Michael B. Glinter seeks 1170 khz; 1 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Atlantic Beach, S.C.—Michael B. Glinter seeks 1190 khz; 690 w-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. He is also app. for three new AM's. Filed Dec. 23.

■ Timmonsville, S.C.—Timmonsville seeks 1180 khz; 5 kw-D. Address: 310 Aademy St., Salem, Va. 24153. Principal is owned by David H. Moran, who owns WKBA(AM) Vinton, Va., and is app. for two new AM's. Filed Dec. 23.

FM's

■ White Rock, N.C.—FM White Rock Limited Partnership seeks 101.1 mhz; 3 kw; HAAT: minus 159 ft. Address: 66 Hacienda, Santa Fe, N.M. 87544. Principal is owned by Ann Brinkman (20% general partner) and corporation principally owned by George Lindemann (80% limited partner). It is also app. for 10 new FM's. Filed Dec. 16.

■ White Rock, N.C.—Torjaq Radio Inc. seeks 101.1 mhz; 3 kw; HAAT: 101 ft. Address: 2892 Calle de Pinoa Altos, Santa Fe, N.M. 87505. Principal is owned by Dawn Shapland, A.G. Newmyer and Lawrence Brandt. Newmyer has interest in LPTV's in Farmington, N.M., and Anchorage, Alaska, and is app. for 90 LPTV's. Filed Dec. 13.

■ White Rock, N.C.—White Rock Broadcasting Foundation seeks 101.1 mhz; 3 kw; HAAT: 325.1 ft. Address: 1055 Nugget, Los Alamos, N.M. 87544. Principal is equally owned by Patrick Chavez, Dolores Sanchez, Bernice Sanchez and Rick Blea. It has no other broadcast interests. Filed Dec. 16.

■ Grove City, Ohio—Carl T. Brown seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 122 Forest Acre Dr., Greenville, N.C. 27834. Principal is also app. for new FM in Hardeeville, S.C. Filed Dec. 13.

■ Grove City, Ohio—Ohio Broadcast Services seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 388 South James Rd., Columbus, Ohio 43213. Principal is owned by John M. McKinley, who owns WWMZ(FM) Fredericktown, Ohio, is app. for new FM in Millersburg, Ohio, and is consulting engineer at various stations in Ohio. Filed Dec. 26.

■ Grove City, Ohio—Don H. Barden seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal owns cable systems serving Detroit and three other Michigan communities. He is also app. for three

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Summary of broadcasting
as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 13

Turn on the power in your market.
LORIMAR-Telepictures
Booths #740 and #745 at NATPE

55th Year 1986

Winding down from INTV

◇ Getting programe
for NATPE

Vol. 110 No. 2

Broadcasting Jan 13

Pierce resigns from CC/ABC post
Advancing on the NAB board meeting
Coverage from INTV □ Preview of NATPE

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ing a Niche in the New York Market." Copacabana, New York.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 24—Deadline for entries in *Broadcast Designers' Association* international design competition. Information: BDA, 251 Kearney Street, suite 602, San Francisco, 94108; (415) 788-2324.

■ **Jan. 26-28**—*California Broadcasters Association* winter convention. Keynote speaker: Dr. Robert Schuller, *Hour of Power* television ministry. Sheraton Plaza, Palm Springs, Calif.

■ **Jan. 27**—*National Academy of Television Arts and Sciences, New York chapter*, dinner. Copacabana, New York.

Jan. 27-28—*American Teleport Association* annual meeting and conference. Capitol Hilton hotel, Washington. Information: (703) 734-7011.

Jan. 27-31—*Midem*, second international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

Jan. 29—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

■ **Jan. 29**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Pittman, MTV Networks. Copacabana, New York.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

Jan. 31—Deadline for entries in 18th annual Robert F. Kennedy journalism awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: Sue Vogelsinger, 1031 31st Street, N.W., Washington, 20007; (202) 628-1300.

Jan. 31—Deadline for entries in AM Stereo Radio promotion contest, sponsored by *National Association of Broadcasters*. Information: Radio Dept., NAB, 1771 N St., N.W., Washington, 20036; (202) 429-5417.

Jan. 31-Feb. 1—"Technology in Orbit," seminar sponsored by *Smithsonian's Resident Associate Program* with assistance from *Public Service Satellite Consortium*. Smithsonian, Washington. Information: (202) 357-3030.

February

Feb. 1—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

Feb. 1—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*, presented for programs and public service announcements that make "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: (617) 527-7870, ACT, 46 Austin Street, Newtonville, Mass., 02160.

Feb. 1-4—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5—*National Religious Broadcasters* 43d annual convention and exposition. Sheraton Washington, Washington.

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

■ **Feb. 5-8**—*International Radio and Television Society* faculty/industry seminar, "Merger Mania [illegible] the Media Explosion—Can It Be Business As Usual?" Keynote speaker: ABC's James Duffy. Rye Town Hilton, Rye, N.Y., and (Feb. 6-7) Waldorf-Astoria, New York.

Feb. 6—*International Radio and Television Society* newsmaker luncheon. Speaker: Brandon Tartikoff, NBC; Brandon Stoddard, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

■ **Feb. 6**—*Ohio Association of Broadcasters* Toledo managers' meeting. Sofitel hotel, Toledo, Ohio.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual television conference. Theme: "Tools and Technologies for Tomorrow's Television." Chicago Marriott. Information: (914) 472-6606.

Feb. 8—Video dramatization workshop (15 sessions), sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

Feb. 9-12—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Feb. 12**—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 12—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

Feb. 12-14—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

Feb. 13-14—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

Feb. 13-16—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 14—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

■ **Feb. 14-15**—*South Florida Black Media Coalition* second annual conference, "Facing the Future of Communications." Airport Marriott, Miami.

Feb. 15—Deadline for entries in The Vanguard award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

Feb. 16-18—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 18—*Ohio Association of Broadcasters* sales workshop. Harley hotel, Columbus, Ohio.

Feb. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 18-19—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

■ **Feb. 18-19**—*Illinois Broadcasters Association* sales caravan-Springfield. Brandywine Inn, Sterling, Ill.

Feb. 21-23—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

Feb. 25—*National Press Foundation*'s annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

Feb. 25—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

Feb. 25—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

Feb. 26—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

■ **Feb. 28**—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

Feb. 28—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

March

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Halladay, Seattle, 98109; (206) 282-1234.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 5—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 5-6—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

March 6-8—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 6-8—*New Mexico Broadcasters Association* 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

■ **March 7**—*Ohio Association of Broadcasters* Cleveland managers' meeting. Hollenden House, Cleveland.

March 9-11—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

■ **March 11**—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

March 12—*American Women in Radio and Televi-*

Errata

Purchase price for **Coca-Cola buy of** all of **Embassy Communications was $485 million,** not $130 million for Embassy TV, as reported in Dec. 30 issue. The $130 million represented net investment Coca-Cola was expected to make in Embassy (BROADCASTING, June 24, 1985).

□

The People's Choice pay-per-view network was incorrectly listed as being based in Old Greenwich, Conn., in Dec. 30 issue. The network is **based in Westport, Conn.**

Programing

'Wheel of Fortune' still king of the hill

With 'Jeopardy' in second, King World comes away with the top two spots in the Cassandra ratings report

Nielsen's November 1985 Cassandra results are in, and once again the winner is *Wheel of Fortune*. The win marks the second consecutive November sweeps victory for the show since it knocked *Family Feud* from the top perch in syndicated ratings in May 1984.

The King World-distributed access game beat its closest competitor, *Jeopardy* (another King World program), by more than seven rating points. *M*A*S*H* continued to show its durability in syndication by moving up from fourth in the November 1984 Cassandra report to third. The season's highest-rated newcomer to syndication, *The New Newlywed Game*, produced by Barris Industries and distributed by that company's Bel-Air Program Sales, was fourth. *The New Newlywed Game*, sold in 156 markets covering 90.7% of the country, had an 8.9/19.

Jeopardy's ascendancy to second place, with an 11.2/24 household rating in 169 markets covering 94.5% of the country, jumped from 15th in the November 1984 report when it was seen in 116 markets and had a 7.2/21. A year ago at this time, *Wheel of Fortune* appeared in 179 markets covering 98% of the country and had a 16.4/29. This time it scored an 18.5/32 markets covering 99% of the country.

Number one Wheel of Fortune

Cassandra syndicated programing scoreboard

Show	*rating*	*share*	*coverage*	*num. of mkts*
Wheel of Fortune	18.5	32	99.1	192
Jeopardy	11.2	24	94.5	169
M*A*S*H	9.2	20	91.6	165
New Newlywed Game	8.9	19	90.7	156
PM Magazine	8.8	15	56.0	53
Southwest Conference Football	8.7	28	7.5	20
Three's Company	8.6	19	85.9	154
Entertainment Tonight	8.4	17	89.9	141
Fight Back	8.0	17	34.3	27
People's Court	7.8	20	94.1	162
Price is Right	7.8	15	67.0	112
Honeymooners Season	7.5	14	25.2	36
Small Wonder	7.4	15	67.6	60
Diff'rent Strokes	7.3	16	84.0	126
Hee Haw	7.2	18	79.8	170
Barbara Mandrell	7.1	19	1.4	6
Benson	7.0	15	71.6	108
Serendipity Singers	7.0	27	1.4	5
Too Close for Comfort	6.9	14	74.0	85
Country Comes Alive	6.8	12	2.0	5
Gimme a Break	6.6	13	48.4	55
Jeffersons	6.5	15	76.1	118
Fame	6.3	13	89.7	141
ACC Football	6.2	24	10.3	17
Phil Donahue Show	6.2	28	97.5	178
Sale of the Century	6.2	16	20.9	13
$100,000 Pyramid	6.2	11	34.5	42
Forrest Gregg	6.0	18	2.0	6
Archie Bunker's Place	5.7	11	19.9	13
What's Happening	5.6	13	44.1	37
WKRP in Cincinnati	5.6	14	66.2	119
Barney Miller	5.4	14	66.8	99
Big Ten Football	5.2	18	18.1	25
Smurf-Magic Flute	5.2	8	5.3	6
Taxi	5.2	12	56.8	83
What's Happening Now	5.1	11	74.1	82
Agronski and Company	5.0	14	6.6	6
Dance Fever	5.0	12	79.7	104
Hour Magazine	4.9	21	78.4	114
SFM Holiday Entertainment	4.9	13	17.9	28
Star Search	4.9	12	90.7	159
Happy Days	4.8	14	51.4	94

Wheel of Fortune not only topped the charts in households, but also in demographic ratings for men and women, and for adults overall. *Jeopardy* was second among all women, and tied for second among women, 18-49, with *M*A*S*H*. Among men, *Jeopardy* was fifth overall, and 11th among men, 18-49. *M*A*S*H*, appearing in 165 markets covering 91.6% of the country, had a 9.2/20 household rating, and was third overall among men and seventh overall among women. Among men, 18-49, it was second.

Elsewhere in the top 10, Group W Productions' *P.M. Magazine* and Paramount's *Entertainment Tonight* were ranked fifth and eighth, respectively, compared to last year's report when they ranked eighth and sixth, respectively. This year *P.M. Magazine* was seen in 53 markets covering 56% of the country and had an 8.8/15; last year in 67 markets it scored an 8.2/15. *Entertainment Tonight*, seen in 141 markets covering 89.9% of the country this year, had an 8.4/17, compared to last year when it was in the same number of markets and scored an 8.7/17.

Among the increasing number of weekly first-run sitcoms designed to eventually become strips, *Small Wonder*, sold by Metromedia Producers Corp. in 60 markets covering 67.6% of the country, rated highest, with a 7.4/15, to finish 13th overall. It was followed by 19th-ranked *Too Close for Comfort* sold by Taffner in 85 markets covering 74% of the country, which had a 6.9/14; *What's Happening Now*, sold by Columbia in 82 markets covering 74.1% of the country, which had a 5.1/11 to finish 36th, and *It's a Living*, sold by LBS in 103 markets covering 79.1% of the country, which had a 3.8/9 and finished 70th.

In daytime programing, *Donahue*, syndicated by Multimedia in 178 markets covering 97.5% of the country, had a 6.2/28. The early fringe first-run talk show, *Hour Magazine*, sold by Group W Productions in 114 markets covering 78.4% of the country, had a 4.9/21. Paramount's canceled *America* had a posthumous 4.4/15. Inday, whose four parts sold by LBS Communications in 68 to 83 markets, according to Cassandra, had a 0.5 average rating. In two first-run debuts in late night programing, *Comedy Break with Mack and Jamie*, sold by Viacom in 40 markets covering 48.1% of the country, edged *Comedy Tonight*, sold by Metromedia Producers Corp. in 71 markets covering 59.7% of the country. *Comedy Break* had a 1.7/6 and *Comedy Tonight* a 1/6. Viacom's other late night entry, *Bizarre*, had a 1.6/6. *Bizarre* originated and continues on Showtime. And among other weekly late night offerings that were new in 1985, King World's *Dick Clark's Nitetime*, sold in 88 markets covering 72.8% of the country as competition for NBC's *Saturday Night Live*, had a 2.3/10.

In off-network nighttime soap operas, which some stations paid dearly for, high prime time ratings did not spell success in

Syndication ■ Marketplace

■ **Television Program Enterprises** has changed *You Write the Songs* from a strip to a weekly show. At the same time, sales of the show will be changed from cash to barter. TPE said the move was made in response to station demand. The show is a song competition among contestants and is scheduled for a fall debut. It is hosted by Ben Vereen. Stations taking the weekly version of the show will have the first option if it becomes a strip. ■ Carl Menk, former director of sales for Metromedia Producers Corp., and Glen Hagen, former general sales manager with Colex, have created **Hagan-Menk**, a sales and marketing company that will specialize in helping distributors clear product in the top 50 markets. Properties that Hagan-Menk is currently helping to clear are *Sale of the Century* and *The Judge* for Genesis Entertainment, *Purely Personal* for Colbert Television Sales, *What's in a Name* for Lionheart Television, as well as films packages and specials for Bri-Ter Television Sales. The company has also acquired 32 episodes of *Seeing Things* from the Canadian Broadcasting Corp. If the show is not picked up by the networks, it will be sold for cash in syndication. The "mystery/comedy" series involves a reporter for the *Toronto Gazette* who possess clairvoyant powers that allow him to solve mysterious crimes he encounters in his work. The show has received strong "entertainment index" numbers (a Canadian form of ratings) in its five years on the CBC (the small number of episodes is a result of small season orders by the state-owned network). Menk said that the show could work in any part of a schedule. ■ In an effort to expand its program offerings, **Multimedia** will enter NATPE with two new weekly shows. *Breakthrough*, hosted by Squire Fridell, will look at the latest in high-tech developments in a number of areas. For example, in the show's pilot, the purchase of tickets for outer-space trips (at $50,000 each) is described. Another segment will look at surgery on pre-natal infants. Sales of the info-tainment show will be on a cash plus barter basis, with Multimedia holding back one minute. It is produced by Kelly Entertainment. *Video Voyage* is the working title of half-hour weekly international video show. Production of the show will be in Amsterdam at BePOP, the largest dance club in Europe, where people will dance to videos chosen from the European Hot 100. The videos will be projected onto 50 television monitors on the club's VideoWall. Rather than adhering rigidly to what's at the top of the charts in the 11 countries that comprise the European Hot 100, the show will contain an American slant. Live performance will also be included. Cass Collins will host the show which will be sold on a barter basis with stations getting three-and-a-half minutes and Multimedia keeping two-and-a-half. Multimedia has U.S. and Canadian rights to the video show. ■ **Warner Brothers Television Distribution** says that for the 12 months ending Dec. 31, 1985 it had worldwide sales of $365,255,459, a new company record for yearly sales. Additionally, it said it set a new monthly sales record in January 1985, with sales of $70.5 million. ■ As an outgrowth of the Capital Cities-ABC merger, **Orbis Communications** has acquired 31 dramas previously syndicated by Capital Cities Productions. Among the properties is the four-part series of 30-minute *Buchanan H.S.* programs, 24 half-hour *Family Specials* and three one-hour programs, including *The Juggler of Notre Dame*, a Christmas special. With the exception of the Christmas special, all of the programs deal with controversial issues for teen-agers, such as prejudice, divorce, vandalism, the elderly, narcotics and suicide, to name a few. Orbis is making the show available to cable or for broadcast syndication immediately. ■ **The Behrens Co.** has cleared *KIDSWORLD* as a strip in 20% of the country. Some 3,000 of the best stories from the weekly series, which formerly ran in 75% of the country, are being reformatted into 130 half-hours for the strip. It will be sold on a barter basis for two runs, with three-and-a-half minutes for stations and two-and-a-half minutes for Behrens. Among clearances are WHCT-TV Hartford, Conn.; WGPR-TV Detroit; WLTV(TV) Miami; WTOG(TV) Tampa-St. Petersburg, and WIII(TV) Cincinnati. Replacing *KIDSWORLD* will be the weekly *Young Universe*, which will draw material from the world, as opposed to only the U.S. Sales are on a cash plus one 30-second spot basis. Among clearances are the CBS O&O's, as well as KGO-TV San Francisco; KATU(TV) Portland, Ore.; KCTV(TV) Kansas City; WFSB(TV) Hartford, Conn., and WXYZ-TV Detroit. ■ **Prijatel Productions** will co-produce and syndicate *Bingomania* with Griffin Television on a franchise basis. Griffin debuted the bingo show on its KWTV(TV) Oklahoma City under the title *TV 9 $25,000 Jackpot Bingo* in late September and has been looking for a syndicator for the franchise version (BROADCASTING, Dec. 9). The bingo game keys on viewers ability to win through playing the game at home with locally distributed cards. Stations will get a "turnkey operation," including format, customized animation and music, a visiting producer, and materials including delivery of weekly game cards, promotional support and local advertiser assistance. ■ **Sherry Grant Enterprises** says that it has cleared *Halley Returns*, a package inserts and a half-hour special, in 70 markets covering 65% of the country. The package is produced by the Lee Service Group in association with Sherry Grant Enterprises and includes a half-hour documentary, with a two-minute window for local personality inclusion; 20 30-second advertiser-supported feature segments with opening and closing billboards, and 20 90-second features for news and local programing. Sales are on a cash basis. Recent clearances include WQTV(TV) Boston; WISN-TV Milwaukee; KGGM-TV Albuquerque, N.M.; WWBT(TV) Richmond, Va., and WLOX-TV Biloxi, Miss. ■ **Acama Films** is selling 65 episodes of *King of Kensington*, an off-network series from Canada's CBC. The series, which aired in Canada over four years, stars Al Waxman, who is currently seen in *Cagney and Lacey* on CBS. Sales will be on a cash basis for availability beginning in September. Acama is also offering seven made-for-CBC films for five runs over six years. Among the films are "Love and Larceny," "The Suicide Murders" and "The July Group." Among those appearing in the films is Nicholas Campbell, who appeared in ABC's *The Insiders*. ■ **Hal Roach Studios** says it has already cleared *The Laurel and Hardy Show* in 15 markets while at INTV. Previously available in shorter lengths, the classic comedy team are now formated into 26 90-minute episodes. Some of the episodes have been converted to color. The show will be available beginning in May on a cash basis. ■ **RKO Pictures** is offering the 13-part *Soldiers—A History of Men in Battle*, narrated by author Frederick Forsyth, on cash basis. Each one-hour segment looks at war through the eyes of those on the battlefield. The RKO Pictures/BBC-TV co-production previously aired on the BBC and is being offered for the first time in this country. ■ Along with WCBS-TV New York and KMOX-TV St. Louis has purchased *Strike it Rich* from **Blair Entertainment** for its fall debut. The two stations, along with KCBS-TV Los Angeles, have also purchased Blair's *Divorce Court*. In the nation's first and second markets, the two will switch from WNEW-TV and KHJ-TV, respectively.

Laurel & Hardy

syndication. In it second season, *Dallas*, sold by Lorimar in 92 markets covering 51.7% of the country, and *Dynasty*, in its first season, sold by Metromedia Producers Corp. in 47 markets covering 48.7% of the country, came out tied with five other shows for 93d, with a 3.4/10. Lorimar's *Knot's Landing*, seen in 20 markets covering 12.5% of the country, had a 3.3/10.

In animated children's strips *G.I. Joe*, sold by Tribune Entertainment in 115 markets covering 84.9% of the country, and *Thundercats*, sold by Telepictures in 109 markets covering 85.2% of the country, both had household ratings of 4/12. *Transformers*, sold by Claster Television in 131 markets covering 89.4% of the country, had a 4/13. Group W Productions' *He-Man* and *Masters of the Universe*, cleared in 111 markets covering 81.5% of the country, had a 3.5/12 rating. But for the 2-11 demographic category, the leader was *Thundercats*, with an 11.4. It was followed by *Transformers*, with an 11.1, and *G.I. Joe*, with a 10.4. *My Little Pony*, a mini-series sold by Claster in seven markets, had a 4/11 in households and an 11.9 in children, 2-11. It becomes a strip next fall.

Sitcom bonanza

Lorimar-Telepictures merger is producing six new comedy programs as trend continues toward nonnetwork first-run shows

Showing what can happen when two major independent program suppliers merge their companies, Lorimar-Telepictures announced that it will have six half-hour sitcoms on the air in 1986. A year ago neither company was

Return of Stacey Keach helps CBS to third ratings victory

The week of Dec. 30-Jan. 5 gave CBS its third win in the 15 weeks of the prime time season, and its first win since the ninth week. CBS did it with an 18.7 average rating and a 29 average share according to Nielsen's National Television Index. NBC followed with a 17.9/28, while ABC had a 12/19.

The CBS win was due in no small part to an uncharacteristically strong performance on Wednesday, a night that has given the network trouble throughout the season. While NBC and ABC were showing college football games, a CBS Special Movie Presentation, *Intimate Strangers*, featuring actor Stacey Keach's return to television after serving time in a British jail for drug possession, ranked third for the week. It scored a 26.4/38 from 9 to 11 p.m. Appearing with Keach in the story of a couple reunited after separation at the end of the Vietnam war were Teri Garr and Cathy Lee Crosby.

Complementing the movie's performance on Wednesday was the week's 16th-ranked show (with its season-to-date high), *Mary* (21/29), and a strong performance from an original Charlie Brown special, *Happy New Year Charlie Brown* (19.7/27), following it. The CBS Wednesday performance, 24.4/35, was its highest for any night this year.

CBS had another reason to cheer—its highest-rated Monday of the year with a 21.9/35. All four CBS shows that evening posted season-to-date records. At 8-9, *Scarecrow and Mrs. King* ranked 18th with a 20.5/32; at 9, *Kate and Allie* (23.3/35) ranked sixth; at 9:30, *Newhart* (23/35) ranked seventh, and at 10-11, *Cagney and Lacey* (21.9/38) ranked 12th. All four were repeats.

Ratings statistics continued their slow winter slide. HUT levels (homes using television) for the week were 64.5, down 1% from 65.3 during the same week last year. Combined network ratings were also down 1%, from 49 last year to 48.6 this year. The three-network share was roughly the same at 75.3.

■ Opposite CBS's Monday winners, the Gator Bowl on ABC had an 11.6/19, and ran third except from 10 to 11 when it beat NBC's *American Almanac* (8.8/15) which moves to Tuesday beginning March 4. *Tribute*, the NBC Monday Night Movie, did a 14.2/22.

■ ABC won Tuesday night with repeats of its normal lineup. On NBC, the Orange Bowl Parade was second in its 8-9 time period with a 13.6/24. An *A Team* episode moved to 9-10 came in second in that slot. From 9-11, the CBS Tuesday Night Movie, "Night Shift," won its second hour. A repeat of *Remington Steele* was third at 10-11, while ABC's *Spenser: For Hire* (11/22) was second.

■ While CBS did not face strong competition on Wednesday from ABC's broadcast of the Sugar Bowl (6.8/10), NBC was a little more than two points behind CBS for the night with an overrun of the Rose Bowl which ranked ninth, and the 14th-ranked Orange Bowl. The Rose Bowl overrun beat *Mary* in its time period. NBC had a 22.1/32 on the night.

■ NBC took another Thursday with its four-show, 8-10 p.m. comedy block, of which only *Cheers* (23/33) and *Night Court* (19.8/29) were repeats. The night's other repeats were ABC's *Shadow Chasers* (4.7/7) and NBC's *Hill Street Blues* (13/21).

■ CBS won Friday as *Twilight Zone* (14.9/23) and *Falcon Crest* (18.8/31) were each second in their respective 8-9 and 10-11 time periods, and the 12th-ranked *Dallas* (21.9/33) won 9-10 easily. In the first week of exchanged time slots, NBC's *Misfits of Science*, at 8 p.m., got a 13.5/21, while *Knight Rider*, at 9 p.m., got a 14.7/22. *Miami Vice* (22.7/37) was the 10th-ranked show of the week.

■ NBC's Saturday comedy block featured two repeats—*Facts of Life* (19.6/30) and the 11th-ranked *Golden Girls* (22.6/35). NBC won every hour of the night. On CBS, a three-hour CBS Saturday Night Movie, "Superman," did a 14.6/23.

■ While CBS's Sunday was not the highest-ranking night of the week for that network as it usually is, it included the fifth-ranked *60 Minutes* (25.2/37), the fourth-ranked *Murder, She Wrote* (26.1/35), and a season-to-date high for *Trapper John, M.D.* (17.8/27) in its final performance in that time period before moving to Wednesday. *Blacke's Magic*, the NBC Sunday Night Movie, ranked 14th for the week with a 21.8/32, prior to its move to Wednesday as a replacement for *Helltown*.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.9/50
2.	Family Ties	NBC	31.2/44
3.	Intimate Strangers	CBS	26.4/38
4.	Murder, She Wrote	CBS	26.1/35
5.	60 Minutes	CBS	25.2/37
6.	Kate & Allie	CBS	23.3/35
7.	Newhart	CBS	23.0/35
8.	Cheers	NBC	23.0/33
9.	Football, Rose Bowl	NBC	22.8/33
10.	Miami Vice	NBC	22.7/37
11.	Golden Girls	NBC	22.6/35
12.	Cagney & Lacey	CBS	21.9/38
13.	Dallas	CBS	21.9/33
14.	Blacke's Magic	NBC	21.8/32
15.	Football, Orange Bowl	NBC	21.3/33
16.	Mary	CBS	21.0/29
17.	Amazing Stories	NBC	20.9/29
18.	Scarecrow & Mrs. King	CBS	20.5/32
19.	227	NBC	19.8/31
20.	Night Court	NBC	19.8/29
21.	Charlie Brown Special	CBS	19.7/27
22.	Knots Landing	CBS	19.6/32
23.	Facts of Life	NBC	19.6/30
24.	Alfred Hitchcock Presents	NBC	19.3/28
25.	Gimme a Break	NBC	19.0/30
26.	Crazy Like a Fox	CBS	19.0/27
27.	The Defiant Ones	ABC	18.9/28
28.	Falcon Crest	CBS	18.8/31
29.	Simon & Simon	CBS	18.3/26
30.	Who's the Boss	ABC	18.0/31
31.	Trapper John, M.D.	CBS	17.8/27
32.	Hunter	NBC	17.1/28
33.	20/20	ABC	17.0/28
34.	Magnum P.I.	CBS	16.3/23
35.	Webster	ABC	16.2/25
36.	Mr. Belvedere	ABC	16.1/25
37.	Growing Pains	ABC	15.6/28
38.	Twilight Zone	CBS	14.9/23
39.	Knight Rider	NBC	14.7/22
40.	Superman	CBS	14.6/23
41.	Silver Spoons	NBC	14.6/21
42.	Dynasty II: The Colbys	ABC	14.6/21
43.	Tribute	NBC	14.2/22
44.	Moonlighting	ABC	13.6/25
45.	Orange Bowl Parade	NBC	13.6/24
46.	Misfits of Science	NBC	13.5/21
47.	Punky Brewster	NBC	13.1/19
48.	Hill Street Blues	NBC	13.0/21
49.	MacGyver	CBS	12.9/18
50.	Diff'rent Strokes	ABC	12.5/19
51.	Love Boat	ABC	12.0/19
52.	Football, Gator Bowl	ABC	11.6/19
53.	Night Shift	CBS	11.5/22
54.	Benson	ABC	11.4/17
55.	A Team	NBC	11.3/21
56.	Spenser: For Hire	ABC	11.0/22
57.	Fall Guy	ABC	10.8/17
58.	Ripley's Believe It or Not	ABC	10.5/15
59.	Remington Steele	NBC	10.1/21
60.	Stir Crazy	CBS	8.8/15
61.	American Almanac	NBC	8.8/15
62.	Football, Sugar Bowl	ABC	6.8/10
63.	Our Family Honor	ABC	5.4/9
64.	Shadow Chasers	ABC	4.7/7

*indicates premiere episode

David H. Williams (22.5%) and John J. Boyle (22.5%). It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Kasbah Communications Corp. seeks 101.1 mhz; 3 kw; HAAT: 249 ft. Address: 3455 E. 31st Ave., Denver 80205. Principal is equally owned by Chester A. Berry, Shelton A. Bouknight, Steven A. Kiper and Sylvester Freeman. It has no other broadcast interests. Filed Dec. 16.

■ Richmond, Va.—Radio Richmond seeks 101.1 mhz; 3 kw; HAAT: 302.6 ft. Address: P.O. Box 699, Charleston, W.Va., 25414. Principal is owned by Thomas C. Gullett, general manager of WXVA-AM-FM Charlestown, W.Va., and WGMD(AM) Rehoboth Beach, Del. Filed Dec. 16.

■ Lady Lake, Fla.—Lady Lake Wireless Educational Foundation seeks 91.1 mhz; 25 kw; 100 ft. Address: 2005 Marion Co. Rd., 32659. Principal is owned by Charles B. Washington and Darrell Carr. It has no other broadcast interests. Filed Dec. 16.

TV's

■ Denver—Don Thomas Moore seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,156.4 ft.; ant. height above ground: 75 ft. Address: 24658 Foothills Dr. N., Golden, Colo. 80401. Principal has no other broadcast interests. Filed Dec. 31.

■ Denver—Gali Communications Inc. seeks ch. 50; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 967 ft.; ant. height above ground: 190 ft. Address: 539 S. Clarkson St., 80209. Principal is owned by Carmen Gali and Carmen Lapp, who have no other broadcast interests. Filed Dec. 30.

Facilities Changes

Applications

AM's

Tendered

■ WRCP (1290 khz) Providence, R.I.—Seeks CP to increase night power to 5 kw. App. Dec. 31.

Accepted

■ KKJB (1000 khz) Marion, Tex.—Seeks MP to change TL. App. Dec. 31.

■ WRIG (1390 khz) Schofield, Wis.—Seeks CP to change nighttime radiation. App. Dec. 31.

FM's

Tendered

■ *WNHS (88.7 mhz) Portsmouth, Va.—Seeks CP to change TL, change ERP to 20 kw; change HAAT to 185.69 ft., and make changes in ant. sys. App. Jan. 6.

Accepted

■ WEIZ-FM (100.1 mhz) Phoenix City, Ala.—Seeks CP to change SL to Phenix, Ala. App. Jan. 2.

■ *WPCS (89.3 mhz) Pensacola, Fla.—Seeks CP to change TL; change HAAT to 1,564.56 ft., and make changes in ant. sys. App. Jan. 6.

■ *WICN (90.5 mhz) Worchester, Mass.—Seeks CP to install aux. sys. App. Dec. 31.

■ *KMSU-FM (89.7 mhz) Mankato, Minn.—Seeks mod. of CP to construct new tower; install new ant., and install new transmission line. App. Dec. 31.

■ WPST (97.5 mhz) Trenton, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 429.68 ft. App. Jan. 6.

■ KEBQ (92.1 mhz) Ardmore, Okla.—Seeks CP to change TL; change ERP to .3 kw, and change HAAT to 328 ft. App. Dec. 31.

■ *KNGX-FM (91.3 mhz) Claremore, Okla.—Seeks CP to change ERP to 3 kw. App. Jan. 6.

■ *KRSD (88.1 mhz) Sioux Falls, S.D.—Seeks CP to change ERP to 2 kw. App. Jan. 6.

■ WALV (95.3 mhz) Cleveland, Tenn.—Seeks CP to change TL; change ERP to 1.48 kw. and change HAAT to 435 ft. App. Dec. 31.

TV's

Accepted

■ KOVR (ch. 13) Stockton, Calif.—Seeks CP to change HAAT to 1,950 ft. and change TL. App. Dec. 31.

■ WYMT-TV (ch. 57) Hazard, Ky.—Seeks MP to change ERP to vis. 2,630 kw, aur. 263 kw. App. Jan. 6.

■ WBNA (ch. 21) Louisville, Ky.—Seeks MP to move SL outside Louisville city limits. App. Dec. 31.

■ WPXT (ch. 51) Portland, Me.—Seeks MP to change ERP to vis. 3,011 kw, aur. 301.1 kw; change HAAT to 916.6 ft., and make changes in ant. sys. App. Jan. 6.

■ *KOCV-TV (ch. 36) Odessa, Tex.—Seeks CP to change HAAT to 502 ft. and change TL. App. Dec. 31.

Actions

FM's

■ WQSB (105.1 mhz) Albertville, Ala.—Granted app. to change TL; change HAAT to 1,000 ft., and change ERP to 100 ft. Action Dec. 23.

■ KKOL (107.1 mhz) Hampton, Ark.—Granted app. to change TL and change HAAT to 314 ft. Action Dec. 23.

■ KJMB-FM (100.3 mhz) Blythe, Calif.—Granted app. to change TL; change HAAT to 57 ft., and change ERP to 36.4 kw. Action Dec. 20.

■ *KPRN (89.5 mhz) Grand Junction, Colo.—Granted app. to change TL. Action Dec. 24.

■ WQLM-FM (92.7 mhz) Punta Gorda, Fla.—Dismissed app. to change HAAT to 328 ft. Action Dec. 19.

■ WZWZ (92.7 mhz) Kokomo, Ind.—Granted app. to change freq. to 92.7 mhz. Action Dec. 16.

■ WXUS (92.7 mhz) Lafayette, Ind.—Granted app. to change freq. to 93.5 mhz. Action Dec. 16.

■ WOKZ (104.9 mhz) Muncie, Ind.—Granted app. to change HAAT to 328 ft. and change TL. Action Dec. 16.

■ KQLA (103.9 mhz) Ogden, Kan.—Granted app. to change TL and change HAAT to 315 ft. Action Dec. 24.

■ WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 100 kw and 741.28 ft. Action Dec. 19.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to operate formerly authorized facilities as aux. Action Dec. 20.

■ WBYU (95.7 mhz) New Orleans—Dismissed app. to change TL and change HAAT to 1,001 ft. Action Dec. 19.

■ KOGM (107.1 mhz) Opelousas, La.—Granted app. to install new transmission sys. Action Dec. 20.

■ WROG (102.9 mhz) Cumberland, Md.—Granted app. to change ERP to 3.5 kw and change HAAT to 1,438 ft. Action Dec. 19.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ *WFXM (88.1 mhz) Frederick, Md.—Dismissed app. to change TL; change ERP to 3.2 kw, and change HAAT to 849.52 ft. Action Dec. 27.

■ *WBFH (88.1 mhz) Bloomfield Hills, Mich.—Dismissed app. to change freq. to 91.3 mhz; change ERP to .057 kw, and install new nonDA. Action Dec. 13.

■ *WBJB-FM (90.5 mhz) Lincroft, N.J.—Dismissed app. to change ERP to 22 kw; change HAAT to 110 ft., and make changes in ant. sys. Action Dec. 20.

■ KHBN (92.7 mhz) Socorro, N.M.—Granted app. to change TL; change ERP to 3 kw and change HAAT to minus 234 ft. Action Dec. 24.

■ *WBFO (88.7 mhz) Buffalo, N.Y.—Granted app. to correct coordinates and tower height. Action Dec. 24.

■ WYNT (95.9 mhz) Upper Sandusky, Ohio—Dismissed app. to change TL and change HAAT to 328 ft. Action Dec. 19.

■ WHOT-FM (101.1 mhz) Youngstown, Ohio—Granted app. to move SL to 4040 Simon Road, Youngstown. Action Dec. 4.

■ WGSX (94.7 mhz) Bayamon, P.R.—Granted app. to change ERP to 31.9 kw and change HAAT to 1,777.43 ft. Action Dec. 20.

■ WBAW (101.7 mhz) Barnwell, S.C.—Granted app. to change HAAT to 328 ft. Action Dec. 20.

■ WKZQ-FM (101.7 mhz) Myrtle Beach, S.C.—Granted app. to install new transmission sys. Action Dec. 11.

■ KRLB-FM (99.5 mhz) Lubbock, Tex.—Granted app. to change ERP to 100 kw; change HAAT to 817.05 ft., and change TL. Action Dec. 24.

■ KRGT (92.1 mhz) Taylor, Tex.—Granted app. to change community of lic. to Hutto, Tex.; change TL, and make changes in ant. sys. Action Dec. 20.

■ WJVL-FM (99.9 mhz) Janesville, Wis.—Dismissed app. to change TL; change ERP to 19 kw; change HAAT to 500 ft., and make changes in ant. sys. Action Dec. 27.

■ WVCY (107.7 mhz) Milwaukee—Granted app. to change TL, change ERP to 24 kw, change HAAT to 539 ft., and make changes in ant. sys. Action Dec. 23.

TV's

■ KCRA-TV (ch. 3) Sacramento, Calif.—Granted app. to install aux. ant. Action Dec. 18.

■ KXTV (ch. 10) Sacramento, Calif.—Granted app. to change HAAT to 1,953 ft.; change ant., and change TL. Action Dec. 20.

■ KCNC-TV (ch. 4) Denver—Granted app. to install new transmission line. Action Dec. 20.

■ KSHO-TV (ch. 26) Honolulu—Granted app. to reduce mechanical beam tilt in ant. from minus 2 degrees to minus 1 degrees. Action Dec. 20.

■ WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change ERP to vis. 5,000 kw, aur. 510 kw; change HAAT to 1,987 ft., and change TL. Action Dec. 20.

■ KTAJ (ch. 16) St. Joseph, Mo.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 506.76 ft., and change TL. Action Dec. 20.

■ KSBI (ch. 52) Oklahoma City—Granted app. to change ERP to vis. 1,355 kw, aur. 135.5 kw and change HAAT to 601 ft. Action Dec. 20.

■ WAPA-TV (ch. 4) San Juan, P.R.—Granted app. to install new aux. ant. sys. Action Dec. 18.

■ WCSC-TV (ch. 5) Charleston, S.C.—Granted app. to change HAAT to 1,960 ft.; change ant., and change TL. Action Dec. 20.

In Contest

Review board made following decision

■ Old Saybrook, Conn., and Farmingville, N.Y. (MATS and Edward Mullarkey) PCS proceeding. Scheduled oral argument for Jan. 17 on exceptions to initial decision of ALJ Walter C. Miller granting app. of MATS for new public coast station at Old Saybrook, Conn., and denying competing app. of Edward Mullarkey for same service at Farmingville, N.Y. Each party has 20 minutes for argument. Mullarkey may reserve part of his time for rebuttal. By letter. Dec. 19.

ALJ John M. Frysiak made following decisions

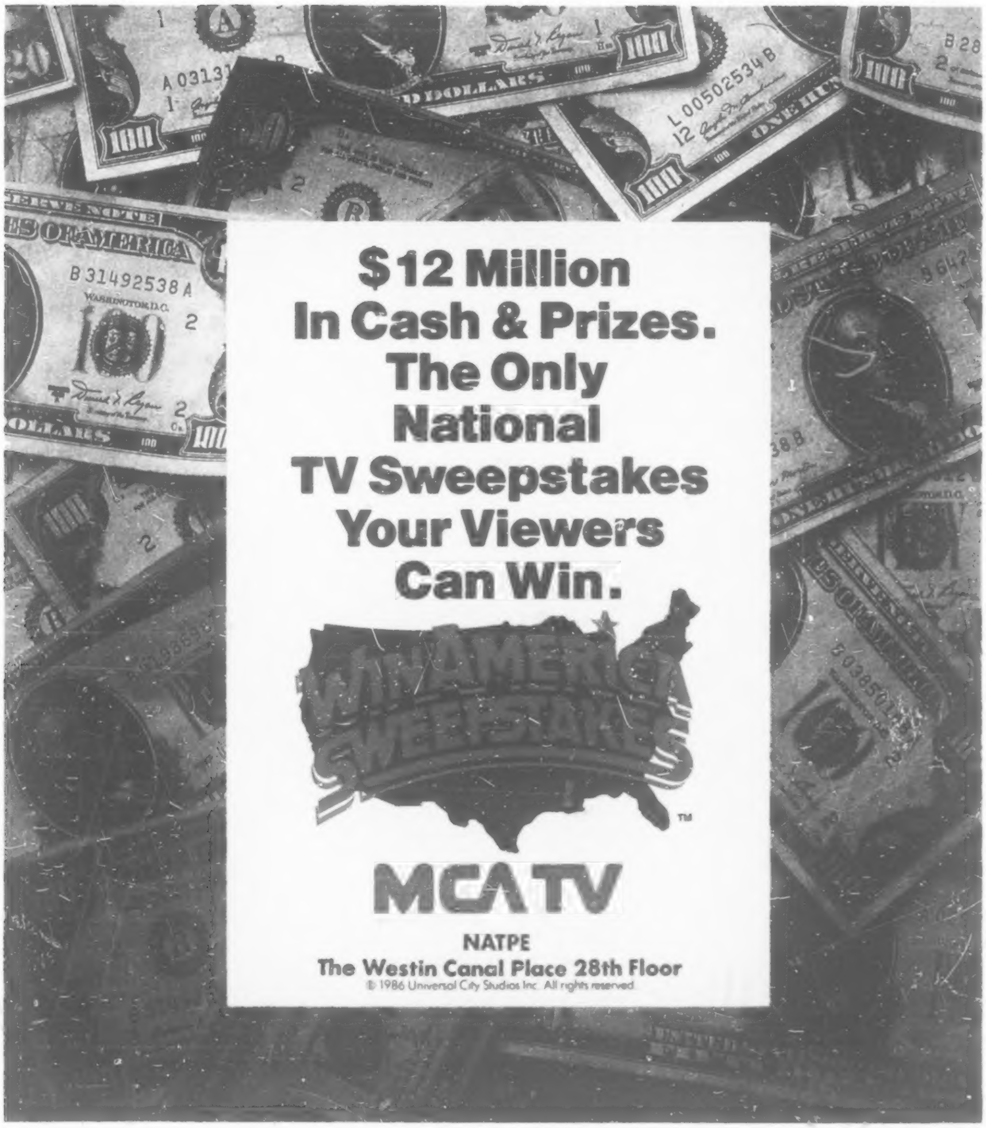
■ Cleremont, Fla. (South Lake Communications, et al) TV proceeding. By separate orders: granted motion by Big Chief

21751-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 20


$12 Million
In Cash & Prizes.
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Win America Sweepstakes
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NATPE
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See Pages 36 & 37

55th Year 1986

NATPE in New Orleans

Vol. 110 No. 3

Broadcasting Jan 20

NATPE opens in New Orleans
NAB board coverage from St. Maarten
M/A-Com and the scrambling story

SUNNY SKIES ☐ NAB convenes historical St. Maarten meeting. NRBA merger approved and NCTA's Mooney addresses TV board on must carry. **PAGE 67.**

OUT THE DOOR ☐ Appeals court panel orders dismissal of $44.7-million libel suit by Herbert against CBS. **PAGE 70.**

GROUP BUY ☐ Indications are that Outlet's Bruce Sundlun will lead buyout of Rockefeller Group stations for upwards of two-thirds of a billion dollars. **PAGE 71.**

LOOKING GOOD ☐ Times Mirror study of people's attitude towards the press finds media getting relatively high marks. **PAGE 72.**

RUNNING ☐ Timothy Wirth (D-Colo.) announces candidacy for Colorado Senate seat. **PAGE 73.**

HERE COME THE CUTBACKS ☐ First diclosures of where Gramm-Rudman cuts will come finds agencies facing financial trimming. **PAGE 74.**

MARCHING IN ☐ Twenty-third annual convention of NATPE International under way in New Orleans. A look at what's on tap on **PAGE 92.** A checklist of the programs being offered can be found on **PAGES 94-162.**

PICKING UP THE PACE ☐ The rush to scramble by cable services is making M/A-Com a winner. A look at the issues behind scrambling, the technology behind M/A-Com's Videocipher II and the new view from Wall Street on **PAGES 170-208.**

DECISION UPHELD ☐ Appeals court panel affirms decision rejecting Lyndon LaRouche suit against NBC. **PAGE 234.**

FEDERAL DISAGREEMENT ☐ FCC and Federal Aviation Administration at odds over possible interference by FM stations in aeronautical band. **PAGE 208.**

GOING AHEAD ☐ Ampex plans to proceed with plans for nonstandard digital composite commercial cart machine. **PAGE 210.**

PRESS TOUR COVERAGE ☐ Controversy over ABC mini-series, ***Amerika,*** tops the news from the consumer press tours. **PAGE 212.**

BACKYARD BLUES ☐ Although not all observers are sure what it all means, FCC adopts policy for "limited preemption" of local regulations concerning satellite earth stations. **PAGE 218.**

EEO BLAST ☐ Jesse Jackson decries relaxation of EEO standards before FCBA audience. **PAGE 220.**

CLOSE TO HOME ☐ Bob Jones, veteran program director and president of NATPE, thinks stations are neglecting programing source in their own backyards. **PAGE 255.**

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race this season, while conceding that "competition is going to be very tight. It will probably be a dogfight."

The programing executive acknowledged that NBC is the current front-runner and expressed the wish that ABC would become "more competitive" in the coming months. Grant contended that NBC's success has come largely at the expense of ABC, while CBS's audience "has remained approximately the same" as last season.

Other remarks by Grant touched on a wide range of programing topics:

■ James Garner will star in a half-hour CBS situation comedy next fall. A concept for the Orion Television production has not been chosen but it will probably not be based on Garner's character in *Murphy's Romance*, a theatrical film in current release.

■ Stephanie Powers will probably star in a one-hour drama next fall from Warner Bros. Television. According to Grant, Powers will have an overseas position in the fashion industry.

■ The prime time serial form is "on the way out," and CBS has nothing in the genre in development or scheduled for next season.

■ The network's current *CBS Sunday Night Movie* will remain for the rest of the season, but the notion of three movie nights is "not a permanent thing."

■ *Mary*, the recently added situation com-

CBS wins second week in a row by a nose

The premiere of the *CBS Sunday Night Movie*, "Rockabye," starring Valerie Bertinelli, helped CBS its second consecutive weekly win and its fourth win of the season during the week of Jan. 6-12. CBS did it with an 18 average rating and a 28 average share, according to Nielsen's National Television Index. NBC followed closely with a 17.9/27, and ABC came in third with a 14/21.

NBC's second-place finish was attributable to yet another all-time record for *The Cosby Show* (36.9/54), and *Family Ties'* (32.4/48) second-best finish in its history.

On CBS, "Rockabye" delivered a 25.3/38 to come in as the third-ranked show of the week. The premiere of the *CBS Sunday Night Movie* makes that the only night in which all three networks have movies running head-to-head. "Rockabye" easily won the first three-way movie match-up as the *ABC Sunday Night Movie*, "Diamonds Are Forever," running from 8:30-11, scored a 15.6/23, and the *NBC Sunday Night Movie*, a repeat of the first part of "Fatal Vision," had an 11.4/17.

Three other shows premiered during the week. *Blacke's Magic* helped deliver a Wednesday win for NBC with an 11th-ranked 19.1/28 in its 9-10 time period. On Monday, ABC's replacement for *Monday Night Football*, the *ABC Monday Night Movie*, "Shattered Spirits," had a 16.4/25; and on Friday from 9:30-10 on ABC, the premiere of *He's the Mayor* received a 12/18.

HUT levels for the week were down 3%, from last year's 67.1 to 65.3. Combined network ratings were also off 3%, from a 51.6 last year to a 49.9 this year. And combined network shares dropped slightly, from last year's 76.7 to 76.3.

In nightly wins, CBS took Monday, Friday and Sunday, NBC won Wednesday, Thursday and Saturday, and ABC took Tuesday. NBC had six of the top 10, CBS had three and ABC had one.

■ CBS had a Monday win, with a 18.6/28 overall, on the strength of regular programing that captured the night's first two hours. From 10 to 11 p.m., *Cagney and Lacey* (17.1/27) ran second to NBC's movie, "The Enforcer," (17.2/26) in its eighth network run. NBC placed second for the night.

■ ABC continued its winning ways on Tuesday, led by the 10th-ranked *Who's the Boss* (23.3/34), which followed the President's news conference. From 9 to 11, the *CBS Tuesday Night Movie*, "A Time to Triumph," had a 16/25. ABC won the night with an 18/27, as NBC placed second with a 15/23 and ABC was third with 14.9/23.

■ Led by the 11th-ranked *Highway to Heaven*, from 8 to 9, NBC took Wednesday with a 19.4/30, compared to ABC's 16.8/26. NBC's *Blacke's Magic* placed second from 9 to 10 behind 18th-ranked *Dynasty* (21.1/31), and *St. Elsewhere* (16/26) ran second behind ABC's *Hotel* (16.9/28) from 10 to 11. *St. Elsewhere* had its highest share of the season with the new 9 to 10 lead-in, according to NBC reasearch. CBS's new lineup did not score well: *Mary* (14.8/23) ranked 44th and *Foley Square* (13.4/20) ranked 56th.

■ Thursday saw NBC's regular schedule combine for a 24.6/37, second in nightly averages to CBS's Sunday schedule. From 8 to 10, the one-hour *Magnum, P.I.* (15.9/23) and a repeat of *Simon and Simon* (16.7/25) ran second in their respective time periods. From 10 to 11, CBS's *Knot's Landing* (21.5/34) took the time period, as ABC's *20/20* (16.5/26) was second and *Hill Street Blues* (16.2/26) on NBC-TV was third.

■ With the 12th-ranked *Dallas* (22.1/34) dominating from 9 to 10, CBS won Friday. From 8 to 9, ABC's two comedies, *Webster* and *Mr. Belvedere*, won with an 18.1/29 and a 17.2/27, respectively. From 10 to 11, NBC's fifth-ranked *Miami Vice* took its time period.

■ NBC's Saturday schedule defeated its closest competitor, CBS, in overall ratings by five points. At 9, *Golden Girls* (24/38) ranked ninth, and at 9:30, *227* (21.8/35) was 13th.

■ With all three of its Sunday shows ranking in the top 10, CBS's Sunday was the highest-ranked night of the week, with an overall average of 25.9/38. NBC's coverage of the AFC championship game, and a post-game show following it, ranked fifth with a 24.6/38. NBC had a 14.1/21 for the night. ABC aired a repeat of an hour-and-a-half version of *Ripley's Believe It or Not*, from 8 to 9:30, and got a 10.5/15, followed with "Diamonds are Forever," on the *ABC Sunday Night Movie* (15.6/23) from 8:30 to 11. ABC had a 13.7/20 for the night.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.9/54
2.	Family Ties	NBC	32.4/48
3.	Murder, She Wrote	CBS	28.5/40
4	*Rockabye	CBS	25.3/38
5.	Football, NFL post-game	NBC	24.6/38
6.	60 Minutes	CBS	24.3/36
7.	Cheers	NBC	24.3/36
8.	Miami Vice	NBC	24.0/38
9.	Golden Girls	NBC	24.0/38
10.	Who's the Boss	ABC	23.3/34
11.	Highway to Heaven	NBC	23.1/35
12.	Dallas	CBS	22.1/34
13.	227	NBC	21.8/35
14.	Night Court	NBC	21.7/32
15.	Kate & Allie	CBS	21.6/31
16.	Knots Landing	CBS	21.5/34
17.	Growing Pains	ABC	21.5/31
18.	Dynasty	ABC	21.1/31
19.	Newhart	CBS	20.0/29
20.	*Blacke's Magic	NBC	19.1/28
21	Falcon Crest	CBS	18.3/29
22.	Webster	ABC	18.1/29
23.	Scarecrow & Mrs. King	CBS	17.9/27
24.	Facts of Life	NBC	17.5/28
25.	Mr. Belvedere	ABC	17.2/27
26.	The Enforcer	NBC	17.2/26
27.	Cagney & Lacey	CBS	17.1/27
28.	Hotel	ABC	16.9/28
29.	TV Bloopers & Prac. Jokes	NBC	16.8/25
30.	Amazing Stories	NBC	16.8/24
31.	Simon & Simon	CBS	16.7/25
32.	20/20	ABC	16.5/26
33.	*Shattered Spirits	ABC	16.4/25
34.	Hill Street Blues	NBC	16.2/26
35.	A Team	NBC	16.2/23
36.	Gimme a Break	NBC	16.0/27
37.	St. Elsewhere	NBC	16.0/26
38.	A Time to Triumph	CBS	16.0/25
39.	Magnum P.I.	CBS	15.9/23
40.	Hunter	NBC	15.8/27
41.	Moonlighting	ABC	15.7/24
42.	Diamonds are Forever	ABC	15.6/23
43.	Riptide	NBC	15.0/22
44.	Mary	CBS	14.8/23
45.	Alfred Hitchcock Presents	NBC	14.7/21
46.	Dead Man's Folly	CBS	14.5/22
47.	Remington Steele	NBC	14.4/26
48.	Knight Rider	NBC	14.4/22
49.	Diff'rent Strokes	ABC	13.9/21
50.	Punky Brewster	NBC	13.8/20
51.	Silver Spoons	NBC	13.7/20
52.	Hardcastle & McCormick	ABC	13.7/20
53.	Stark	CBS	13.6/22
54.	Dynasty II: The Colbys	ABC	13.6/20
55.	Airwolf	CBS	13.4/22
56.	Foley Square	CBS	13.4/20
57.	Twilight Zone	CBS	12.8/20
58.	Misfits of Science	NBC	12.7/20
59.	The Insiders	ABC	12.5/19
60.	Love Boat	ABC	12.0/21
61.	*He's the Mayor	ABC	12.0/18
62.	Spenser: For Hire	ABC	11.4/21
63.	Fatal Vision, part 1	NBC	11.4/17
64.	Hollywood's Home Movies	ABC	11.1/18
65.	Ripley's Believe It or Not	ABC	10.5/15
66.	Lady Blue	ABC	8.6/14
67.	Bugs Bunny Special	CBS	7.8/11
68.	Fall Guy	ABC	7.6/12
69.	Shadow Chasers	ABC	4.7/7

*indicates premiere episode

have interest in app. for new FM at Breaux Bridge, La. Filed Dec. 30.

■ Erath, La.—Solo Music Co. of Louisiana seeks 92.9 mhz, 3 kw, HAAT: 328 ft. Address: Route 1 Box 837A, Erath, La. 70533. Applicant is owned by Keith Frederick, general partner (50%), and limited partners Dick L. Menard and Richard Ward (25% each). They have no other broadcast interests. Filed Dec. 31.

■ Erath, La.—Jay-Win Broadcasting Co. seeks 92.9 mhz, 3 kw, HAAT: 328 ft. Address: 126 Carolyn St., Lafayette, La. 70503. Applicant is owned by Frank W. Jennings (51%); Archie M. Windham (24.5%), and Windham's wife, Sue Ray (24.5%). They have no other broadcast interests. Filed Jan. 13.

■ Ruckersville, Va.—Radiox Inc. seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: Kirk Building, Bland, Va. 24315-0126. Applicant is owned by Randal J. Kirk, president (83%); his father, Joseph J. Kirk (10%), and Randall G. Newberry (7%). App. also owns WPSK-AM-FM Pulaski, Va. Filed Dec. 31.

■ Ruckersville, Va.—Hartke Communications Group seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: 7637 Leesburg Pike, Falls Church, Va. 22043. Applicant is equally owned by Vance Hartke, president, and his three sons: Paul, Wayne and Keith. They have no other broadcast interests. Filed Jan. 2.

■ Ruckersville, Va.—Edward L. Modlin Jr. seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: 1428 Minor Ridge Ct., Charlottesville, Va. 22901. Applicant is individual with no other broadcast interests. Filed Dec. 10.

■ Ruckersville, Va.—PMK Partners I seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: 120 Ivy Dr., Suite 3, Charlottesville, Va. 22901. Applicant is owned by Patricia Lynn Fleshman, general partner (60%), and limited partners Karen Collins and Michael R. Miller (20% each). They have no other broadcast interests. Filed Jan. 2.

■ Ruckersville, Va.—Blue Mountain Broadcasting seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: 829 Bonifant St., Silver Spring, Md. 20910. Applicant is joint venture of Richey D. Adams (80%) and Gary W. Blau (20%). Adams is editorial director at WDVM-TV Washington. His brother-in-law, Johnese Hutcherson, is app. for new station at Fenwick Island, Del. Blau is engineering supervisor at WNBC(AM), New York. Filed Jan. 2.

■ Ruckersville, Va.—Robertson Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 189, Quinque, Va. 22965. Applicant is owned by Sandra Rae Robertson, who has no other broadcast interests. Filed Jan. 2.

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Commercial AM	4,805	170	4,975
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Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
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* Includes off-air licenses

Facilities Changes

Applications

AM's

Tendered

■ KSTR (620 khz) Grand Junction, Colo.—Seeks CP to add night service with 1 kw; install DA-N, and make changes in ant. sys. App. Jan. 7.

■ WRHC (1550 khz) Coral Gables, Fla.—Seeks CP to change freq. to 1560 khz; increase day power to 50 kw; increase night power to 4.4 kw, and change TL. App. Jan. 7.

■ WFTP (1330 khz) Fort Pierce, Fla.—Seeks CP to increase day power to 5 kw and night power to 1.5 kw. App. Jan. 8.

■ WCXN (1170 khz) Claremont, N.C.—Seeks CP to increase power to 10 kw. App. Jan. 7.

Accepted

■ KIOT (1310 khz) Barstow, Calif.—Seeks MP to reduce nighttime power to 500 w and make changes in ant. sys. App. Jan. 13.

■ KKRE (1040 khz) Monument, Colo.—Seeks MP to change TL. App. Jan. 13.

■ WRHC (1550 khz) Coral Gables, Fla.—Seeks mod. of lic. to move SL to 330 SW 27th Ave., Miami. App. Jan. 10.

■ WOLM (1460 khz) Lake Mary, Fla.—Seeks MP to change TL and make changes in ant. sys. App. Jan. 10.

■ KBUR (1490 khz) Burlington, Iowa—Seeks CP to make changes in ant. sys. App. Jan. 10.

■ WRHX (1440 khz) Herndon, Va.—Seeks CP to reduce daytime power to .6 kw and change TL. App. Jan. 13.

FM's

Accepted

■ KKOS (95.9 mhz) Carlsbad, Calif.—Seeks CP to change HAAT to 328 ft. App. Jan. 7.

■ KROQ-FM (106.7 mhz) Pasadena, Calif.—Seeks mod. of CP to move SL to 3500 West Olive, Burbank, Calif. App. Jan. 7.

■ KVRH-FM (92.1 mhz) Salida, Colo.—Seeks CP to change TL and change HAAT to 914.79 ft. App. Jan. 13.

■ WLVE (93.9 mhz) Miami Beach, Fla.—Seeks CP to change ERP to 100 kw. App. Jan. 7.

■ WMNX (95.9 mhz) Tallahassee, Fla.—Seeks mod. of lic. to move SL to 1248 Blountstown Highway, Tallahassee. App. Jan. 13.

■ *WBVM (90.5 mhz) Tampa, Fla.—Seeks mod. of CP to make changes in ant. sys. App. Jan. 7.

■ WJZZ (105.9 mhz) Detroit—Seeks CP to install aux. sys. App. Jan. 7.

■ WMUZ (103.5 mhz) Detroit—Seeks CP to install aux. sys. App. Jan. 7.

■ KLSI (93.3 mhz) Kansas City, Mo.—Seeks CP to change TL and change HAAT to 1,056.16 ft. App. Jan. 7.

■ KWWR (95.7 mhz) Mexico, Mo.—Seeks CP to install aux. sys. App. Jan. 13.

■ KUUB (95.1 mhz) Bozeman, Mont.—Seeks mod. of CP to change TL and change HAAT to 780 ft. App. Jan. 9.

■ KNIS (94.7 mhz) Carson City, Nev.—Seeks CP to change ERP to 86.6 kw and change HAAT to 2,072 ft. App. Jan. 10.

■ WNBR (100.7 mhz) Wildwood, N.J.—Seeks CP to change ERP to 26 kw. App. Jan. 9.

■ WBLI (106.1 mhz) Babylon, N.Y.—Seeks CP to change HAAT to 492 ft. App. Jan. 7.

■ WENU (101.7 mhz) Hudson Falls, N.Y.—Seeks CP to change TL and change HAAT to 180 ft. App. Jan. 7.

■ WPLJ (95.5 mhz) New York—Seeks mod. of lic. to operate former facilities as aux. App. Jan. 10.

■ WERV (98.3 mhz) Rotterdam, N.Y.—Seeks mod. of CP to change ERP to 3 kw; change HAAT to 328 ft., and move ant. tower 1,500 ft. App. Jan. 13.

■ WYLF (95.1 mhz) Township, N.Y.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Jan. 10.

■ WXRC (95.7 mhz) Hickory, N.C.—Seeks mod. of lic. to

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SPECIAL REPORT

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NATPE'S NEWS

Vol. 110 No. 4

Broadcasting ⧸ Jan 27

A record year in broadcast station and cable system trading
NATPE coverage from New Orleans

NATPE SHOW ☐ Increase in NATPE attendance includes security analysts and Hollywood film executives, indicating widening importance of syndicated programing. **PAGE 27.**

FAIRNESS FILING ☐ Meredith Corp. files brief in appeals court challenging fairness doctrine. **PAGE 32.**

NATPE 86 ☐ BROADCASTING surveys programers at NATPE for an update on the status of program sales. **PAGES 36-42.** FCC panel debates benefits of deregulation. **PAGE 44.** Television pioneers compare television today and yesterday. **PAGE 44.** Getting more out of a station's news personalities. **PAGE 46.** CBS looks to specials and mini-series to improve its standings in ratings race. **PAGE 50.** Independents ponder what fourth network would look like. **PAGE 52.** Music licensing issue is debated. **PAGE 52.** Upbeat gathering of ABC affiliates hears plans for network's improvement. **PAGE 54.** PBS panel explores other funding sources. **PAGE 56.** International representatives bearish on DBS in Europe. **PAGE 58.** TV stereo stations review methods of conversion. **PAGE 60.** Hollywood film directors discuss editing of their films. **PAGE 63.**

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Sixth Cosby record this season gives NBC another win

For the sixth time this season, *The Cosby Show* on NBC broke its own rating/share record and led NBC to another weekly win. According to Nielsen's National Television Index for the week of Jan. 13-Jan. 19, NBC had an 18.4 rating and a 28 share. CBS had a 17.9/27 and ABC a 13.8/21.

The Cosby Show's winning numbers, 38.5/55, were the best for any sitcom since March 13, 1979, when *Three's Company* had a 38.5 rating. Also helping in the NBC win was another best-ever performance from *Family Ties* (34.8/49), and a best-ever share performance from *Golden Girls* (24.2/39).

The 11th win of the season for NBC came in a week when ratings statistics took a dip compared to the same week a year ago, when the Super Bowl aired. Compounding the problem was the usual midseason drop in network program coverage. HUT levels for the week were down 2% to 65.4 from last year's 66.5. Combined network ratings were down 7% to 50.1 from last year's 53.7. And combined network shares were down 4% to 76.8 from last year's 80.3.

The win for NBC came with only two nightly victories, Thursday and Saturday. Both of those nights featured two-hour blocks of half-hour comedies. CBS won four nights—Monday, Tuesday, Friday and Sunday. ABC was a winner on Saturday despite a 17th-ranked finish for *Dynasty* (20.4/30) and a 23d-place finish for *Hotel* (18.6/31). At 15th, *Who's the Boss* (20.8/30) was ABC's highest-ranked program of the week.

The Wednesday debut of CBS's *Crazy Like a Fox* (13.6/20) found it third in its 9-10 time period. In the second battle of the network Sunday night movies, NBC came out ahead this week with *Mafia Princess*, the week's sixth-ranked program. ABC premiered *The Redd Foxx Show* on Saturday at 8-9, to a 14.2/24.

- Monday was a strong win for CBS, with every program winning its time period, including 11th-ranked *Kate & Allie* (21.9/31), and 12th-ranked *Newhart* (21.6/31). At 9-11, the *ABC Monday Night Movie* (14.5/22), *Right of the People*, edged out the *NBC Monday Movie* (14.1/21), *Fatal Vision, Part 2*.
- Tuesday, often an ABC night, belonged to CBS, with the two-hour telecast (9-11) of the *Grand Ole Opry's 60th Anniversary* (20.9/32). ABC's regular schedule won at 8-8:30 with *Who's the Boss* (20.8/30), and tied NBC's *A Team* (20.4/29) at 8:30-9 with *Growing Pains* (20.4/29).
- ABC's Wednesday win was attributable to its 9-11 hour-long serials, their drop in ratings notwithstanding. A rebuilt CBS schedule could only manage a 13/20 overall to place third for the night. At 8-9, NBC's *Highway to Heaven* won the time period with a 19.9/29.
- On Thursday, despite NBC's powerful numbers at 8-10, CBS took the 10-11 time period with 16th-ranked *Knot's Landing* (20.7/33). *Hill Street Blues* during that time had a 16.7/27. NBC's Thursday schedule combined for a 25.8/38, the week's highest-rated night by five points.
- CBS had another strong night on Friday, as it won at 8-10 with *George Burns' 90th Birthday Party* (18.1/29), and eighth-ranked *Dallas* (23.2/36). At 10-11, NBC's *Miami Vice* (22.2/37) was the winner.
- NBC's Saturday schedule featured the seventh- and 13th-ranked programs of the week in *Golden Girls* (24.2/39) and *227* (21.4/35), and won every one of its time periods. *The Redd Foxx Show* was second in its time period behind *Gimme a Break*.
- Regardless of being beaten by NBC's movie at 9-11, CBS still won on Sunday with fourth-ranked *60 Minutes* (26.6/42) and third-ranked *Murder, She Wrote* (28.1/41).

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	38.5/55
2.	Family Ties	NBC	34.8/49
3.	Murder, She Wrote	CBS	28.1/41
4.	60 Minutes	CBS	26.6/42
5.	Cheers	NBC	25.4/36
6.	Mafia Princess	NBC	24.4/37
7.	Golden Girls	NBC	24.2/39
8.	Dallas	CBS	23.2/36
9.	Night Court	NBC	22.9/33
10.	Miami Vice	NBC	22.2/37
11.	Kate & Allie	CBS	21.9/31
12.	Newhart	CBS	21.6/31
13.	227	NBC	21.4/35
14.	Grand Ole Opry Anniversary	CBS	20.9/32
15.	Who's the Boss	ABC	20.8/30
16.	Knots Landing	CBS	20.7/33
17.	Dynasty	ABC	20.4/30
18.	Growing Pains	ABC	20.4/29
19.	Highway to Heaven	NBC	19.9/29
20.	A Team	NBC	19.7/29
21.	Falcon Crest	CBS	19.1/32
22.	Scarecrow & Mrs. King	CBS	18.9/27
23.	Hotel	ABC	18.6/31
24.	Hunter	NBC	18.4/31
25.	Simon & Simon	CBS	17.9/27
26.	Moonlighting	ABC	18.2/26
27.	George Burns Special	CBS	18.1/29
28.	Passion Flower	CBS	18.1/28
29.	Cagney & Lacey	CBS	18.0/29
30.	Facts of Life	NBC	17.0/29
31.	Blacke's Magic	NBC	17.2/25
32.	Hill Street Blues	NBC	16.7/27
33.	TV Bloopers & Prac. Jokes	NBC	16.7/24
34.	MacGyver	ABC	15.9/23
35.	Gimme a Break	NBC	15.4/26
36.	20/20	ABC	15.4/24
37.	Magnum P.I.	CBS	15.2/22
38.	St. Elsewhere	NBC	15.1/25
39.	Alfred Hitchcock Presents	NBC	15.1/21
40.	Amazing Stories	NBC	14.9/22
41.	Riptide	NBC	14.9/21
42.	Club Med	ABC	14.8/23
43.	Hardcastle & McCormick	ABC	14.8/21
44.	Webster	ABC	14.6/24
45.	Right of the People	ABC	14.5/22
46.	*Redd Foxx	ABC	14.2/24
47.	Knight Rider	NBC	14.1/22
48.	Fatal Vision, part 2	NBC	14.1/21
49.	Remington Steele	NBC	13.9/23
50.	Dynasty II: The Colbys	ABC	13.9/20
51.	Mary	CBS	13.8/20
52.	Crazy Like a Fox	CBS	13.6/20
53.	Airwolf	CBS	13.3/22
54.	Love Boat	ABC	13.1/22
55.	Bugs Bunny Special	CBS	13.0/19
56.	Mr. Belvedere	ABC	12.9/20
57.	Spenser: For Hire	ABC	12.8/21
58.	Funny	ABC	12.8/19
59.	Foley Square	CBS	12.8/18
60.	Misfits of Science	NBC	12.7/20
61.	Equalizer	CBS	12.2/20
62.	Benson	ABC	12.1/20
63.	Silver Spoons	NBC	11.8/18
64.	Diff'rent Strokes	ABC	11.8/18
65.	Lady Blue	ABC	10.9/18
66.	Twilight Zone-Movie	CBS	10.8/18
67.	He's the Mayor	ABC	9.4/15
68.	Punky Brewster	NBC	9.2/15
69.	Ripley's Believe It or Not	ABC	8.3/13
70.	Fall Guy	ABC	6.7/11
71.	Shadow Chasers	ABC	5.0/7

*indicates premiere episode

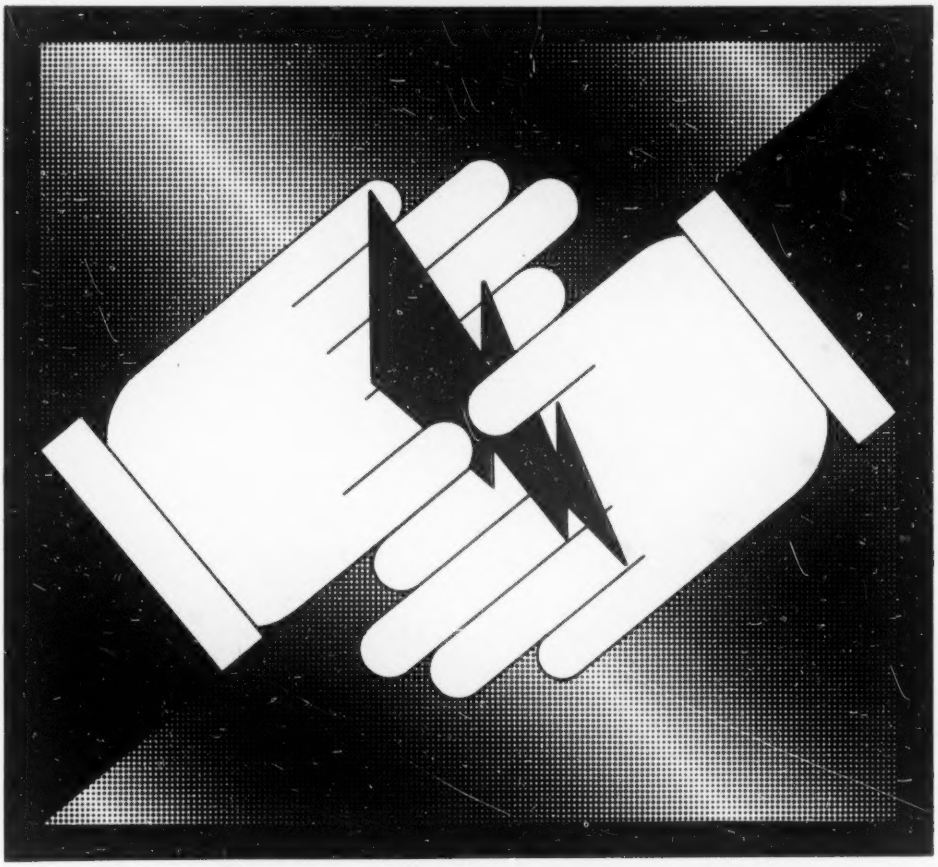
tains Tremble, In Company Business and *Witness to Revolution: The Story of Anna Louise Strong*—as being pro-Communist propaganda.) If PBS continues its practices, said Irvine, "I would think that a lot of people in this country will say, 'Why are we spending over $200 million on public broadcasting?' I would think that in these days of stringency, of budget reductions, that there might be opportunities to substantially cut funding for public broadcasting." He said a letter he received from Senator Barry Goldwater [R-Ariz.], chairman of the Senate subcommittee that oversees public broadcasting, "expressed a strong dislike of a lot of the [PBS] programing"—especially that of Eastern stations such as WGBH-TV Boston and WNET(TV) New York.

Asked whether AIM would try to distribute its program through other means, Irvine said the organization has plans to write to the country's public television stations "telling them what has happened, to make them aware of what their people around PBS have done. . . . There are good stations out there. There are good managers who would see that this is a mistake on the part of headquarters down at L'Enfant Plaza." Irvine said AIM also has talked with Ted Turner and may speak with Rupert Murdoch about airing the show, and that Vestron has shown interest in distributing videocassettes.

The first AIM documentary has already been translated into Vietnamese and put on videotape, and the second is being dubbed for a February premiere in Los Angeles. "I can't tell you the appreciation that [the Vietnamese in America] have shown for what AIM has done in correcting the record with our first film," Irvine said.

Suzanne Weil said the AIM documentary tells the American public nothing it hasn't heard before. The issue of the media's involvement in the Vietnam war "was addressed in the [PBS] series itself," she said. "It has been addressed in several *MacNeil/Lehrer* programs. . . . We just reran something called *The Military and the News Media*." AIM's story "is told in a very one-dimensional way," said Weil, who denied that PBS's decision not to run the AIM docu-

Special Report



Changing Hands 1985

Broadcast station sales go through the roof
Transactions total more than $5 billion
Another record for cable deals

The traceable dollar value of broadcasting stations changing hands in 1985 was an astronomical $5,668,261,073, double the previous record for a year of station trading. And the 1985 figure substantially understates the true worth of transfers that included major groups lumped with other assets in corporate takeovers, mergers and buyouts for which only gross prices are known.

Never had there been a year of such tumultuous selling and buying. The companies owning two of the three television networks were sold, and the owner of the third was restructured to avert a takeover. Involved in the buying and selling were many of the major groups: Storer, Cox, Evening News Association, Gulf, Taft, Times Mirror, Group W, Gannett, Hearst, Tribune, Scripps Howard. Springing into prominence were such newcomers as Rupert Murdoch, Kohlberg Kravis Roberts & Co. and Price Communications.

This year, new records were set in FM stand-alones, AM-FM combinations and TV stations. Not only were the deals bigger, there were more deals in major markets coast to coast. In every market in the top 11 and all but one in the top 23, at least one TV station changed hands. Five TV stations were traded in Los Angeles, four in New York and Chicago, three in Washington.

The largest sales of last year could not be evaluated since they involved the transfer of station groups along with extensive other interests. Without including the transfer of NBC stations to General Electric, ABC to Capital Cities, Storer to KKR, the Evening News Association to Gannett and Cox to private status by its founding family, the 1985 total for AM stations, FM stations, AM-FM combinations, VHF and UHF television and radio-TV groups sold was $5,668,261,073. The previous yearly record was set in 1983, when

$2.8-billion worth of properties changed hands. The figure for 1984 was $2.1 billion.

The effect of the FCC's relaxation of ownership limits for broadcast properties generating new buyers from old companies accounts for a large portion of the upturn in stations totals, but the biggest reason was the sudden realization of the financial community of the profitability of broadcast properties, resulting in the wide availability of money for broadcast acquisitions. The volatility of the market was emphasized by KKR's sale of KTLA(TV) Los Angeles, an independent VHF, to the Tribune Co. for $510 million, twice the price KKR paid for the station two years before.

The biggest broadcast-related sale of last year, although not yet closed, was General Electric's $6.3-billion purchase of RCA. NBC, only a slice of RCA, will become an even smaller slice of what will be one of the biggest U.S. corporations with annual sales of over $40 billion.

Capital Cities Communications Corp. swallowed ABC in a transaction valued at $3,429,909,422. Capcities became the first entity to

32 years of station transactions

	Dollar volume of transactions approved by FCC			
	Total	*Radio only*	*Groups**	*TV*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444	66,635,144
1974	307,781,474	168,998,012	19,800,000	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000	317,581,000
1980	876,084,000	339,634,000	27,000,000	534,150,000
1981	754,188,067	447,838,067	78,400,000	227,950,000
1982	998,398,244	470,722,833	0	527,675,411
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830
1984	2,118,056,053	977,024,266	234,500,000	1,252,023,787
1985	5,668,261,073	1,414,816,073	962,450,000	$3,290,995,000
Total	$19,348,633,777	$7,542,079,256	$2,835,119,833	$9,993,218,764

	Number of stations changing hands		
	Radio	*Groups*	*TV*
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	2	27
1972	239	0	37
1973	352	4	25
1974	369	5	24
1975	363	0	22
1976	413	3	32
1977	344	0	25
1978	586	5	51
1979	546	52	47
1980	424	3	35
1981	625	6	24
1982	597	0	30
1983	669	10	61
1984	782	2	82
1985	1,558	218	99
Total	11,188	NA	982

Note: The dollar volume figures represent total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions, such as Capcities buy of ABC. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility (now groups) was counted as one station in computing the total number of stations traded.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule, prohibiting the sale of co-located TV and and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with interests other than broadcast stations could not be evaluated, since individual station values were not broken out of the larger sales. Group sales totals are now limited to compilations of "pure" stations sale—those only concerning TV and radio stations.

buy a major network since United Paramount Theaters, headed by Leonard Goldenson, took over ABC 33 years ago. Some radio properties involved in the transaction remain to be divested to comply with FCC crossownership rules, but Capcities/ABC wound up with eight TV's, making it the largest TV group in the country, with coverage of 24.39% of the U.S. TV market. The $3.5-billion price tag was softened somewhat by the proceeds from properties already spun off under FCC rules. The sales of Capcities' cable systems, four television stations and seven radio stations totaled $1,036,500,000, with sales of AM-FM combinations in Los Angeles, Chicago, New York and San Francisco still to come.

Kohlberg Kravis Roberts & Co.'s 11th-hour purchase of Storer Communications for $2.5 billion ended takeover attempts by Coniston Partners (Committee for the Full Value of Storer) that Storer had been fighting. KKR, which has become the pre-emminant practitioner of the leveraged buyout, scored a hat trick with the purchase of Storer, since it purchased Golden West in 1983 and Wometco in 1984. After the sale of KTLA, KKR/Storer was the seventh largest TV group owner with a 13.73% penetration of the U.S. market. Storer owns seven TV's and cable systems serving 1.5 million subscribers.

The members of the Cox family and the company management that own Cox Enterprises took that company private with a tender offer for the remaining 59.8% of the shares outstanding. With an offer of $75 per share, the value of the buyout was placed at about $1.3 billion. Cox owns cable systems serving 1.76 million subscribers, five AM's, seven FM's and seven TV's and is the 10th largest TV group owner with an 8.645% penetration.

Gannett's purchase of the Evening News Association for $717 million ended the takeover challenge to that company by both L.P. Media, a group headed by producer Norman Lear and Jerrold Perenchio, and McLean, Va.-based businessman and Washington Redskins owner Jack Kent Cooke. Included in the sale were five TV's, two radio stations and nine newspapers, including the *Detroit Free Press*. Gannett spun off three of the ENA TV stations to Knight-Ridder Broadcasting and ENA's Detroit radio stations to a group of Detroit businessmen. One of the stations acquired, WDVM-TV Washington, which is in the same market as Gannett's headquarters in Arlington, Va., where *USA Today* is produced, was determined by the FCC not to violate the crossownership rules since the newspaper is a national paper. Gannett was given until Oct. 1, 1989, to sell WCZY-AM-FM Detroit, which it already owned, or *The Detroit News*, acquired in the ENA purchase, by the time the stations' licenses expire.

□

For radio, the news has been equally spectacular. There were 1,558 radio stations sold in 1985, double the 782 stations sold in 1984. Radio-only station sales accounted for $1,414,816,073. That was almost 69% higher than last year's record of $977 million. With the increase in the number of stations sold came a decrease in average price per station, $980,097 in 1985, down from 1984's record of almost $1.2 million. Last year saw a new record for radio-only group sales. Taft sold five radio stations to CBS for $107.5 million, topping the sale of the Harte-Hanks radio group for $76.5 million in 1984. The second biggest radio trade in 1985 was Malrite's purchase of three stations from ABC for $75.5 million.

The record for FM stand-alones fell, again, with the sale of KJOI(FM) Los Angeles for $44 million. That price also briefly held the record for AM-FM combinations, set earlier when KTNQ(AM)-KLVE(FM) Los Angeles went to H&W Communications for $40 million. However, Capcities' sale of WPAT-AM-FM Patterson, N.J., to Park Communications for $49 million set the 1985 record.

□

Television station sales cannot be totaled in value since many stations were sold last year as parts of large properties with no individual prices assigned to the stations. The toal value of traceable sales of TV stations was $3.290 billion in 1985, nearly three times the $1.252 billion of 1984.

The summary of sales of all stations and groups over $1 million follows.

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WPBN-TV is the newest member of the Beam Communications "Big Fish" network. And, the Traverse City-Cadillac-Cheboygan market is the fastest growing market in the Midwest.

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WDAM-TV, NBC, Laurel-Hattiesburg, MS
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Represented by Katz Continental
Source: Sales & Marketing Management's Data Service

Groups

In a year of mergers, buyouts and unprecedented station trading, it was necessary to create a new category for BROADCASTING's annual "Changing Hands" special report: sales of station groups. (Some of the biggest group transfers cannot be evaluated; they were parts of corporate changes that also included other assets in total purchase prices. Examples were GE's proposed $6.3-billion takeover of RCA with all of the latter's manufacturing and marketing resources as well as its NBC radio and television networks and stations; Capcities' $3.5-billion acquisition of ABC and its publishing, video, radio and television operations; the Kohlberg Kravis Roberts takeover of Storer's television stations and many cable systems; the Cox families' taking private Cox Communications and its broadcast, cable and auto auction holdings, and Gannett's purchase of the Evening News Association and newspaper and broadcasting properties).

☐ The largest pure station transaction last year was Metromedia's sale of its seven TV stations to the Australian newspaper publisher, Rupert Murdoch, who became a U.S. citizen. Murdoch, who purchased 20th Century Fox last year with Denver oilman Marvin Davis (who later sold his interest in Fox to Murdoch), bought the Metromedia TV stations for $2 billion and spun off one, WCVB-TV Boston, to Hearst for $450 million. Murdoch was given two years by the FCC to rid himself of newspapers or newly acquired television stations in New York and Chicago where he ran afoul of crossownership rules. Murdoch also bought the Metromedia Producers Corp. syndication and programing arm later in the year for $40 million. Murdoch becomes the proprietor of the fifth biggest TV station group in terms of total station coverage: reaching 18.295% of total U.S. television homes. John Kluge, who had taken Metromedia private 11 months earlier for $1.45 billion, was left with Metromedia's radio group, various entertainment enterprises and outdoor advertising properties that were sold last week (see "Bottom Line," this issue). Kluge also sold KHOW(AM) Denver for $11 million, a high for the year in stand-alone AM's.

☐ Also closing last year was Taft's $760-million purchase of Gulf Broadcasting and its radio and television group. That sale moved Taft into the number-eight spot of TV group broadcasters with an 11.205% penetration of the U.S. Taft later spun off five radio stations to CBS (see below).

☐ Next was the purchase of WXYZ-TV Detroit and WFTS(TV) Tampa, Fla., by Scripps Howard for $246 million. The sale was the largest spin-off from the Capcities/ABC merger, with $200 million going for the Detroit station and $46 million for Tampa. The buy made Scripps Howard the 14th largest TV group with 7.515% coverage.

☐ At the end of the year, spin-offs from the ENA-Gannett merger were beginning to show up at the FCC. KOLD-TV Tucson, Ariz. (ch. 13, CBS), KTVY(TV) Oklahoma City (ch. 4, NBC) and WALA-TV Mobile, Ala. (ch. 10, NBC) were sold for $160 million to Knight-Ridder Broadcasting. The sale made K-R the 20th largest TV group with market penetration of 4.67%.

☐ The largest radio-only group sale came when CBS purchased Taft's spin-offs from the latter's purchase of Gulf: WSUN(AM)-WYNF(FM)St. Petersburg, Fla.; KLTR(FM) Houston; KTXQ(FM) Fort Worth, and WLTT(FM) Bethesda, Md., were sold for $107,500,000. The purchase enlarged CBS's radio portfolio to seven AM's and 11 FM's.

☐ WKZO-TV Kalamazoo, Mich. (ch. 3, CBS); KMEG(TV) Sioux City, Iowa (ch. 14, CBS), and KOLN-TV Lincoln (ch. 10, CBS) and KGIN-TV Grand Island (ch. 10, CBS), both Nebraska, were sold by Fetzer Broadcasting to Gillett Communications Co. for $80 million.

☐ WHTM-TV Harrisburg, Pa. (ch. 27, ABC), and WETM-TV Elmira (ch. 18, NBC) and WSTM-TV Syracuse, both New York (ch. 3, NBC), were sold for $79 million by Times Mirror. WHTM was purchased by Smith Broadcasting Corp. (47.2%), a firm owned by Robert Smith, who also owns WCTI-TV New Bern, N.C. William Reyner, an attorney with the Washington communications law firm of Hogan & Hartson owns 24.8%, and George Lilly, (a former vice president

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Citadel Communications
(Philip J. Lombardo, President)
has acquired
WUTV, Channel 29
Buffalo, New York
from
Whitehaven Entertainment Corporation
(Herman Pease, President)
for
$15,200,000
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F&S Development & Investment Group
has sold
WFSL-TV
Lansing, Michigan
to
The Journal Company
Milwaukee, Wisconsin
for
$9,000,000
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KCBR-TV, Inc.
(a subsidiary of Duchossois Communications Company)
has acquired
KCBR-TV
Des Moines, Iowa
from
Independence Broadcasting Corporation of Des Moines, Iowa
for
$8,300,000
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Wooster Republican Printing Company
has purchased
television station
KAAL, Austin, MN
for
$13,250,000
from
News-Press and Gazette Company
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American Family Corporation
has completed its acquisition of the stock of
WITN-TV, Inc.
Washington-Greenville-New Bern, North Carolina
for
$24,000,000
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Diversified Communications
has acquired
WPDE-TV
Florence-Myrtle Beach, South Carolina
for
$14,500,000
from
Eastern Carolina Broadcasting Company, Inc.
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1/20/86

with Park Broadcasting who owns a group of five TV's) owns 8%. Future station management will share in the remaining 20%. WSTM was purchased by a group owned equally by Lilly; David Zamichow, the general manager of WMUR-TV Manchester, N.H., and Richard Armfield, WKFT-TV Fayetteville, N.C., general manager. WETM was purchased by Smith (80%) and Reyner (20%). Lilly also bought WKFT(TV) Fayetteville, N.C., for $5,175,000 from a group headed by Derwood Godwin and six others, who also own WPLJ(AM) Raleigh, N.C.

☐ KLAC(AM)-KZLA(FM) Los Angeles and KSSR-FM Houston were spun off by ABC to Malrite for $75.5 million. Malrite had tried to purchase KTNQ(AM)-KLVE(FM) Los Angeles and later sued to block their sale to H&W Communications but settled out of court. It then made the deal for KLAC-KZLA.

☐ The Amaturo Group divested its radio properties to Keymarket Communications for $60.1 million. The stations sold were KMJM(FM) St. Louis, KMJQ(FM) Houston and WKTI(FM) Detroit. The Amaturo Group also sold its television stations for $10 million to Gordon Broadcasting. Those stations were KHGI-TV Kearney (ch. 13, independent), KWNB-TV Hayes Center (ch. 6, ABC) and KSNB-TV Superior (ch. 4, ABC), all Nebraska. Gordon Broadcasting is owned by Robert Gordon, former president of Western Broadcasting.

☐ KHON-TV Honolulu (ch. 2, NBC) and satellite KAII-TV Wailuku, (ch. 7, NBC), both Hawaii, were sold for $47.5 million by the *Des Moines Register* to Burnham Broadcasting, a group headed by Peter Desnoes. Desnoes is a former vice president of ABC-owned TV stations and general manager of WLS-TV Chicago.

☐ Keymarket sold WKJN(FM) Hammond, La., WSSL-AM-FM Greenville, S.C., and WJDX(AM)-WMSI(FM) Jackson, Miss., for $24,250,000 to a new group headed by Lawrence Patrick, former senior vice president of the National Association of Broadcasters. It also sold WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., and WRUS(AM)-WBVR(FM) Russelville, Ky., for $7 million to David Klemm and William Fleming, who also purchased WFNI(FM) Palatka, Fla. Keymarket Communications is based in Aiken, S.C., and is owned by Paul Rothfuss and Kirby Confer.

☐ Price Broadcasting capped off a year of buying with the purchase of WEEK-TV Peoria, Ill., and WCRG-TV Columbia-Jefferson City, Mo., from Kansas City Southern Industries for $30 million. Price spent a total of $100 million on station acquisitions last year.

☐ KPKE-FM Denver, WLLZ-FM Detroit and KDWB-AM-FM Minneapolis-St. Paul were sold for $27 million by Doubleday Broadcasting to Robert F.X. Sillerman, a former principal in Sillerman-Morrow Broadcasting. Sillerman also bought KHOW(AM) Denver from Metromedia.

☐ Jeff Smuylan gained control of Emmis Broadcasting, which owns WENS(AM) Shelbyville, Ind.; WLOL(FM) Minneapolis; KMGG(FM) Los Angeles, and KSHE(FM) Crestwood, Mo., for $20 million.

☐ KTPX(TV) Odessa (ch. 9, NBC) and KWAB(TV) Big Spring (ch. 4, NBC), both Texas, were sold for $16.5 million by John Tupper and Richard Shively to a group headed by Francis Martin, chief operating officer of Chronicle Broadcasting, San Francisco.

☐ Dakotaland Broadcasting Co., owned by Sherwood Corner and Gilbert Moyle, sold KDLT(TV) Mitchell (ch. 5, NBC), KEVN-TV Rapid City (ch. 7, NBC) and KIVV-TV Lead (ch. 5, NBC), all South Dakota, to publicly traded Heritage Broadcasting Group, for $15.5 million.

☐ KENZ(AM)-KSAC(FM) Sacramento and KSJQ(FM) Manteca, both California, were sold for $12 million by Jonsson Communications Corp., which owns two AM's and three FM's and publishes *Sacramento* magazine, and is owned by Ken Johnson and family, to a group, headed by Dex Allen, which owns KMEN(AM)-KGGI(FM) San Bernardino, Calif.

☐ KSFY(TV) Sioux Falls (ch. 13, ABC), KABY(TV) Aberdeen (ch. 9, ABC) and KPRY(TV) Pierre (ch. 4, ABC), all South Dakota, went for $10 million from Forum Publishing Co. to David Bradley and family, publisher of the *St. Joseph* (Mo.) *News-Press* and *Gazette*. The buyers also own three TV's and four Missouri cable systems.

☐ WLXR-AM-FM La Crosse, Wis.; KXXL-AM-FM Grand Forks, N.D., and KKYC(AM)-KKRC(FM) Sioux Falls, S.D., were sold for $8 million to Vaughn's Inc., a Minneapolis-

Foster Media Corp.
WTPA (FM)
Keymarket Communications of Pennsylvania, Inc.
Trans World Broadcasting Corp.
WHLO
Akron, Ohio
Susquehanna Broadcasting Co.
Mountain States Broadcasting
KGSW-TV
Mountain States Broadcasting
KZAZ-TV
Nogales-Tucson, AZ
March 27, 1985
Sky Corp.
KBCQ
Roswell, NM
Broadcasting, Inc.
May 22, 1985
Consolidated Cable Group
Rutland, Ohio
September 19, 1985
Nationwide Communications Inc.
KITN-TV
Minneapolis, MN
September 26, 1985
Banner Graphic, Inc.
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based manufacturer owned by David Willette. The seller was Tom Ingstad, who also bought KMMM(AM)-KGGG(FM) Rapid City, S.D.

☐ WYHY(FM) Lebanon and WSEV(AM)-WMYU(FM) Sevierville, both Tennessee, were sold for $7.5 million by Sun Group Broadcasting to Republic Broadcasting Corp., whose principals are Robert Castelinni, William Dewitt, Mercer Reynolds and Randy Michaels who also own WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio. Sun Group, a publicly traded company, majority owned by George Mooney, later bought KEAN-AM-FM Longview, and KYKX-FM Abilene, both Texas, for $8,250,000 from John D. Osborne and Rusty Reynolds.

☐ Former NBC vice president, Richard Penn, and his brother, Morgan, a New York stockbroker, bought KQEO(AM)-KZZX(FM) Albuquerque,N.M., and KVOR(AM)-KSPZ-FM Colorado Springs for $5.4 million from Sunbelt Communications, principally owned by C.T. Robinson and William Moyes.

☐ Frederick Gregg, owner of a Lakeland, Fla.-based cable operator, Quest Communications, bought KIKM(AM)-KZXL(FM) Sherman, KZEY(AM)-KROZ(FM) Tyler and KNET-(AM)-KYYK(FM) Palestine, all Texas, for $4,750,000 from Thomas Gibson and family.

☐ Charles Woods bought KWAS(FM) Amarillo, KFIX(FM) Laredo and KPAS(FM) Fabens, all Texas, and WAYE(AM) Birmingham and WACV(FM) Montgomery, both Alabama, for $2,950,000 from Good News Broadcasting and also bought KMTC(TV) Springfield, Mo., from Kenneth Meyer.

☐ WSMY(AM) Weldon and WPTM-FM Roanoke Rapids, both North Carolina, and WGAF(AM) Valdosta and WTGQ-FM Cairo, both Georgia, were sold for $2,650,000 by Allen Woodall and Tim Moran to Ronald J. Verlander and Allen Woodall's brother, William. The buyers own a group of four AM's and four FM's.

☐ Compass Communications, a new coporation owned by Don Curran and Herb Victor, former president and vice president, respectively, of Field Stations, bought an interest in the *Peoria* (Ill.) *Star Journal's* KSSS(AM) Colorado Springs, KVUU(FM) Pueblo, Colo., and KRFM(AM) Salina and KICT(FM) Wichita, both Kansas, for $1 million with an acquisition plan in which Curran and Victor gain ownership of the stations in three increments, up to 50%, depending on the profits made.

VHF

Broadcasting's high water mark for a single station price was set last year when Tribune Broadcasting purchased KTLA(TV) Los Angeles (ch. 5, independent) for $510 million in May from Kohlberg Kravis Roberts, which had bought the station from Gene Autry in October 1984 for a then-record $245 million. The purchase made Tribune the fourth largest TV station group by market penetration (with 18.6%), the largest after the networks.

This points out, however, the difficulty in talking about record prices last year. With the emergence of station group/network sales, prices of many individual stations are difficult to estimate. For example, some industry observers put the value of Metromedia's WNEW-TV New York (ch. 5, independent), at about $560 million, which would make it the largest single sale if broken out of the purchase by Rupert Murdoch of six of Metromedia's seven stations. A new column has been added to the transaction chart on page 92 to track these sales.

☐ The previous single-station record had been set only a week earlier with Hearst's purchase of WCVB-TV Boston (ch. 5, ABC) for $450 million when the station was spun out of the Rupert Murdoch purchase of Metromedia's stations. Hearst was the 16th largest station group after the purchase. In November, Group W announced it had purchased KHJ-TV Los Angeles (ch. 9, independent) from RKO General Inc. for $313 million and was bidding for RKO's WOR-TV Secaucus, N.J (New York). The $200-million difference between KHJ-TV and KTLA shows what being number six in a six VHF market means.

KHJ-TV had been the subject of a comparative hearing before the FCC. Almost $95 million of the purchase price was set aside to buy out Fidelity Television, which had been challenging RKO for the KHJ-TV license for nearly 20 years. The deal moved Group W

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from 10th on the scale of TV groups, to sixth.

☐ In July, WFTV(TV) Orlando, Fla. (ch. 9, ABC), was sold for $185 million in cash by SFN Communications to Cox Communications. Cox, which owns five AM's, seven FM's and eight TV's, became the 10th largest television group.

☐ In a spin-off from the Capcities acquisition of ABC, WTNH(TV) New Haven, Conn. (ch. 8, ABC), was purchased by a limited partnership of Cook Inlet Communications (30%) and Whitcom Partners (70%) for $170 million. Cook Inlet was one of 13 regional corporations formed to manage cash awards paid by the U.S. government to displaced Eskimos. Whitcom Partners is the New York-based publisher of the *International Herald Tribune* and other newspapers and operates five cable systems in Maine and New Hampshire.

☐ At the end of the year, KMOX-TV St. Louis (ch. 4, CBS), was sold for $122.5 million by CBS to its one-time syndication division, Viacom International, which will now own five TV's. CBS had retained Morgan Stanley to sell the station as part of its asset disposition plan to pay off part of the debt CBS incurred in resisting, successfully, a takeover by Turner Broadcasting.

☐ WKBW-TV Buffalo, N.Y. (ch. 7, ABC), was spun off by Capcities for $65 million to a star-studded group including basketball's Julius Irving, former UN Ambassador Donald McHenry, former football player O.J. Simpson, members of the Bill Cosby and Jackson families and others.

☐ Price Communications made its largest of many acquisitions last year with the purchase of WZZM-TV Grand Rapids, Mich., (ch. 13, ABC), from KKR/Wometco for $62 million. Price Communications is a publicly owned, New York-based station group of 2 AM's, 1 FM and 3 TV's headed by Robert Price, president and largest stockholder. Price also purchased WEEK-TV Peoria, Ill. (ch. 25, NBC), and KRCG-TV Columbia-Jefferson City, Mo. (ch. 13, CBS), from Kansas City Southern Industries for $30 million.

☐ WRGB(TV) Schenectady, N.Y. (ch. 6, CBS), was sold for $56 million by the joint venture of John Backe, former CBS president, and Scott Foresman Little & Co. to Freedom Newspapers, a Santa Ana, Calif.-based publisher of 31 daily newspapers and owner of four TV stations.

☐ KHON-TV Honolulu (ch. 2, NBC) and its satellite, KAII-TV Wailuku (ch. 7, NBC), were sold for $47.5 million by the *Des Moines Register* to Burnham Broadcasting, a group headed by Peter Desnoes. Desnoes is the former vice president of the ABC-owned TV stations and general manager of ABC's WLS-TV Chicago.

☐ The next largest sale was that of KVVU-TV Las Vegas (ch. 5, independent) for $27.5 million by a group headed by *Tonight* show host, Johnny Carson, to Meredith Corp. The sale was originally reported in 1984, but Meredith asked the FCC to delay approval until after the new 12-12-12 station ownership limits went into effect. Carson and playwright Neil Simon also sold KNAT(TV) Albuquerque, N.M. (ch. 23, independent), for $2,250,000 to Trinity Broadcasting, Santa Ana, Calif.-headquartered nonprofit station group.

☐ Draper Communications purchased KGBT-TV Harlingen, Tex. (ch. 4, CBS), from Tichenor Media systems for $25 million.

☐ Wometco sold KVOS-TV Bellingham, Wash. (ch. 12, CBS), to Barry Ackerly, owner of the Seattle Supersonics professional basketball team, for $25 million. The purchase gives Ackerly a station group of one AM and five TV's.

☐ Mario Iacobelli, who sold his other TV, WCTI-TV New Bern, N.C., in January (see below), bought WREX-TV Rockford, Ill. (ch. 13, ABC), for $21 million from Gilmore Broadcasting.

☐ Citadel Communications purchased KCAU-TV Sioux City, Iowa (ch. 9, ABC), from Forward Communications for $15 million. Citadel also bought AM-FM stations in Tucson (see AM-FM combos). Forward is owned by former treasury secretary William Simon and Raymond Chambers of Wesray Corp.

☐ KAAL-TV Austin, Minn. (ch. 5, ABC), was sold for $13.25 million cash by the News-Press & Gazette Co. to the Wooster Republican Printing Co., a Wooster, Ohio-based group of three AM's, three FM's and one TV owned by Albert Dix and family.

☐ WPMI(TV) Mobile, Ala. (ch. 5, independent), was sold for $11.95 million by Roy Hess to Michigan Energy Resources Co., a publicly held utility holding company that owns WSTR-AM-FM Sturgis, Mich., and six cable systems. It is headed by William Evans, who has interest in two AM's and two FM's.

☐ KDLH(TV) Duluth, Minn. (ch. 3, CBS), was sold for $9.5 million by the family of late D.D. Palmer to Benedek Broadcasting, owned by Richard Benedek, which owns three TV's.

☐ KTXS(TV) Sweetwater, Tex. (ch. 5, ABC), was sold for $8 million by S.M. Moore to group headed by Billy Goldberg and Lester Kamin, who own two TV's in Texas. Kamin owns a Houston-based station brokerage firm.

☐ Skoal chewing tobacco manufacturer, U.S. Tobacco, sold WPBN-TV Traverse City, Mich. (ch. 7, NBC), and its satellite, WTOM-TV Cheboygan, Mich. (ch. 4, NBC), for $5,150,000 to Frank Beam, the owner of a Key Biscayne, Fla.-based group of three TV's.

☐ KTRV(TV) Nampa, Idaho (ch. 12, independent), was sold for $4.9 million by Cary Jones and John Serrao to the Toledo Blade Co., a Toledo, Ohio-based newspaper publisher, TV group owner and cable operator. Buyer is owned by Paul Block and his brother, William.

☐ Barakat Saleh sold WSVI(TV) Christiansted, St. Croix, Virgin Islands (ch. 8, ABC, NBC), to Elf Communications, a Seattle-based group of three AM's and three

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FM's, for $4,350,000.

☐ Richard Ingham, who owns WTRS-AM-FM Dunnelon and WFTP(FM) Fort Pierce, both Florida, sold KIEM-TV Eureka, Calif. (ch. 3, CBS, NBC), for $4 million to Precht Television, a group owner headed by Robert Precht.

☐ KCWS(TV) Gleenwood Springs, Colo. (ch. 3, independent), was sold for $3,518,196 by David Sontag to David Williams, who owns *The Palm Beacher*, a daily newspaper in Palm Beach, Fla.

☐ KMCC(TV) Clovis, N.M. (ch. 12, ABC), was sold for $1.5 million by the estate of Bill McAlister to Marsh Media Inc., Amarillo, Tex.-based TV group owned by Stanley Marsh and family.

☐ KMON-AM-FM Great Falls, Mont., owners, Don Bradley and Lyle Courtnage, bought KTVG(TV) Helena, Mont. (ch. 12, NBC), for $1.5 million from Lynn Koch.

UHF

WXLT(TV) Sarasota, Fla. (ch. 40, ABC), was sold for $40.5 million cash by Robert Nelson to a group principally owned by Douglas Barker, station manager of WTVJ(TV) Miami; Manuel Calvo, creative services director at WLTV(TV) Miami, and Jim Gresham, a broadcasting consultant from Stamford.

☐ NEP Communications, owned by Thomas P. Shelburne, sold WNEP-TV Scranton, Pa. (ch. 16, ABC), to The New York Times Co. for $40 million. Shelbourne also owns WAGM-TV Presque Isle, Me. The New York Times Co. now owns one AM, one FM and four TV's.

☐ Former STV operation KBCS-TV Corona, Calif. (ch. 52, independent) was sold for $30 million. Seller was Rancho Bernardo, Calif.-based cable, satellite decoder manufacturer, Oak Communications, headed by E.L. McNelly. Buyer was Estrella Communications, a new corporation headed by Joe Wallach, former executive director of Brazil's Globo TV Network.

☐ Milt Grant purchased WWSG-TV Philadelphia, Pa. (ch. 57, independent), for $30 million cash from William and Leon Gross. Grant, who sold independent TV's in Houston and Dallas in 1984, also purchased WFBN-TV Joliet, Ill. (ch. 66, independent), last year for $2 million plus assumption of debts from UPI owners Douglas Rhue and William Geissler.

☐ WPDS-TV Indianapolis (ch. 59, independent) was sold for $22 million by Anapcomp Inc., a publicly held, Indianapolis-based computer services firm with no other broadcast interests, to Outlet Communications. Outlet became the 18th largest TV group with the purchase.

☐ WDHO-TV Toledo, Ohio (ch. 24, ABC), was sold for $20 million by the estate of D.L. Overmeyer, who in the 1960's had attempted to start a fourth network, United Network, which folded after one month. The buyer was Television Station Partners, Wilkes-Barre, Pa.-based TV group owned by I. Martin Pompadur and Ralph Becker. Pompadur, former broadcast division vice-president with ABC, was former president of Ziff Corp., and Becker was president of it's subsidiary, Ziff-Davis Broadcasting.

☐ WLFL-TV Raleigh, N.C. (ch. 22, independent), was sold for $14.5 million by Grant Cotton to Television Corporation Stations, a Richmond, Va.-based group owned by Tom MacDonald, Gene Loving and John Trinder. TVX, as it is known, recently went public and the infusion of funds enabled it also to purchase WNOL-TV New Orleans (ch. 38, independent), for $13.7 million from Hal Protter. Part of those funds also came from the sale of WRLH(TV) Richmond, Va. (ch. 35, independent), for $14.4 million to Abell Communications.

☐ A group headed by Jerry Condras sold WPDE(TV) Florence, S.C. (ch. 15, ABC), to Diversified Communications, a Portland, Me.-based station group headed by Horace Hildreth and family, for $14.5 million. Condra later bought KTRM(AM)-KZZB(FM) Beaumont, Tex. (see AM-FM sales).

☐ Kenneth Meyer, who owns three AM's and four FM's, sold KMTC(TV) Springfield, Mo. (ch. 27, ABC), to Charles Woods, owner of a Lubbock, Tex.-based group for $13 million.

☐ Guilford Telecasters sold WGGT(TV) Greensboro, N.C. (ch. 48, independent), to Ed Herlihy, former general manager of WATL(TV) Atlanta, for $11 million.

☐ WKAB-TV Montgomery, Ala. (ch. 32, ABC), was sold for $10,225,000 by Bahakel Communications to a group principally owned by former Maryland senator, Joseph Tydings.

☐ William Trout, who also owns KTCG(AM) Waterloo, Iowa, sold KCBR(TV) Des Moines, Iowa (ch. 17, independent), to Richard Duchossois and family, who also own WASK-AM-FM Lafayette, Ind., and KDAL(AM) Duluth, Minn., for $7,550,000.

☐ Griffin Television, owner of KWTV(TV) Oklahoma City and headed by Duane Harm, purchased KPOM-TV Fort Smith, Ark. (ch. 24, NBC), from Raymond Schindler and family for $6,240,000.

☐ Glen Taylor, who also owns WMCC(TV) Marion, Ind., purchased WOAC(TV) Canton, Ohio (ch. 67, independent), for $5.8 million from Morton J. Kent.

☐ KAUT(TV) Oklahoma City, (ch. 43, independent), was sold for $5,550,000 to Rollins Communications Inc. by Gene Autry's former wife, Ina, who owns three AM's and two FM's.

☐ Jacksonville State University sold WJSU-TV Anniston, Ala. (ch. 40, CBS), for $5.5 million to Price Broadcasting, which is principally owned by John Price.

☐ WLDI(TV) Canton, Ohio (ch. 17, independent), was sold by Lonnie Rex to Trinity Broadcasting Network, nonprofit group of seven TV's based in Santa Ana, Calif., for $4.5 million.

☐ WHTV(TV) Meridian, Miss. (ch. 24, CBS), was sold for $4 million by Frank Spain to group owning three TV's and headed by Steve Pruet.

☐ WLEX(TV) Lexington, Ky., owner, Har-

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ry Barfield, sold WCOV-TV Montgomery, Ala. (ch. 20, CBS), to David Woods, general manager of KARD(TV) West Monroe, La., for $4 million.

□ First-time TV buyer, Woody Sudbrink, veteran trader in radio stations, bought WCEE(TV) Mt. Vernon, Ill. (ch. 13, independent), from William Varecha and the Orion Broadcast Group. for $3.6 million.

□ WEVV-TV Evansville, Ind. (ch. 44, independent, NBC), was sold for $3.1 million by Alvin Dauble to Ralph C. Wilson, who owns three TV's.

□ WRVB(TV) Vineland, N.J. (ch. 65, independent), was sold for $3 million by the trustee in bankruptcy to Press Broadcasting, a subsidiary of the *Asbury Park Press*, which owns WJLK-AM-FM Asbury Park, N.J. Press is owned by Jules Plangere and Ernest Lass.

□ Louis Kern sold WRDG(TV) Burlington, N.C. (ch. 16, independent), to Jack Reburg, former owner of KTCT(TV) Tulsa, Okla., for $2.8 million.

□ Media Central Inc., a Chattanooga-based TV group of five TV's, bought WDBD(TV) Jackson, Miss. (ch. 40, independent), for $2 million from Bernard Dixon.

FM

The largest stand-alone FM sale set another record last year. KJOI(FM) Los Angeles was sold for $44 million by the estate of Edward Noble (which still owns XETRA-AM-FM Tijuana, Mexico) to a new corporation, Regency Broadcasting, formed by former Malrite president, Carl Hirsch. KJOI had also set the FM record in 1984 when Noble purchased it for $18.5 million.

□ The largest single-station FM spin-off from the Capital Cities Communications/ABC merger was that of KTKS(FM) Denton, Tex. (Dallas), for $16 million to Gannett Co. That was followed by the sale of WRIF(FM) Detroit for $14 million by ABC to Silver Star Communications, an Atlanta-based station group principally owned by National Association of Black Owned Broadcasters president, Bob Lee.

□ A group headed by William Yde and brothers, George and Reg Johns, bought WMET(FM) Chicago, for $12.5 million from Doubleday Broadcasting, which also sold four stations to Sillerman Communications (see group sales). Yde had earlier purchased WZPL(FM) Greenfield, Ind., for $11 million from H&W Communications. Yde and Johns brothers bought KKCW(FM) Beaverton, Ore., from John Q. Tilson for $5,060,000.

□ WCJX(FM) Miramar, Fla., was sold by Wodlinger Broadcasting for $10.6 million to Beasley-Reed Broadcasting. George Beasley owns a Goldsboro, N.C.-based station group of six AM's and nine FM's which purchased KXJX(FM) Pella, Iowa, for $1,555,000 from brothers, Don and John Linder, who own a Wilmar, Minn.-based group of four AM's and two FM's.

□ DKM Broadcasting sold WZNE(FM) Clearwater, Fla., for $10 million to Reflector-Herald Inc., a Denver-based publisher headed by Dudley White and family.

□ Sandusky Newspapers Inc. bought KBZT(FM) San Diego for $9,670,000 from Jim Levitt and his brother, John, owners of KEZR(FM) San Jose, Calif.

□ KGOL(FM) Lake Jackson, Tex., was sold for $8,750,000 by John Brown University, which owns three AM's and three FM's, to John Frankhauser and John Rich, who own stations in Lubbock and El Paso, both Texas.

□ Ron Samuels and Carl Como sold WNFI(FM) Palatka, Fla., for $8.5 million to Klemm Media. Klemm Media, a Warren, Conn.-based consulting firm principally owned by David Klemm, also bought two of Keymarket Communications' AM-FM combinations in Alabama and Kentucky (see AM-FM sales). Klemm is also owned by William Fleming, a Hartford, Conn., banker.

□ Ed Walters, owner of WAUK(AM) Waukesha, Wis., sold WYEN(FM) Des Plaines, Ill., for $8 million to Vernon Merritt, who owns WFDF(AM)-WDZZ(FM) Flint, Mich.

□ Otto Schoepfle, owner of WEOL(AM)-WBEA(FM) Elyria-Lorraine, Ohio, sold WELE-FM Deland, Fla., for $7.5 million to American Media Inc., Patchogue, N.Y.-based group of one AM's and three FM's, principally owned by Alan Beck. Beck later bought KWED-FM Seguin, Tex., for $4.2 million from group principally owned by Stanley McKenzie who also owns co-located KWED(AM).

□ WCFI(FM) Daytona Beach, Fla., was sold for $7,350,000 by Steve Seymour and Stu Frankel to Duffy Broadcasting, Dallas-based group principally owned by Robert Duffy and Marty Greenburg. The station was originally sold to William Boyd and family for $6,750,000, but that deal fell through. Duffy Broadcasting also sold KCNR-FM Portland, Ore., for $6,975,000 to William Failing, owner of KKSN(AM) Vancouver, Wash.

□ Sixty-six percent of WQMF(FM) Jeffersonville, Ind., and WEBN(FM) Cincinnati was sold for $7 million by Frank Wood to his son, Frank.

□ Fred Mezey, who also owns WGGG(AM) Gainesville, Fla., sold KQAK-FM San Francisco for $6.4 million to Ivan Braiker and James Ireland. Braiker has interest in Highsmith Broadcasting, Ireland in KMZQ(FM) Henderson, Nev. (Las Vegas).

□ WHME-FM Toledo, Ohio, was sold for $6,250,000 by William Hillebrand to Osborn Communications, a group owned by Frank Osborn, Brownlee Currey and eight others, including Ralph Guild, president of the McGavren Guild station representation firm. Currey owns the *Nashville Banner* and other newspapers.

□ Grand Canyon Broadcasters sold KHEP-FM Phoenix to Affiliated Communications, a subsidiary of publicly held Affiliated Publications, Boston, for $6 million. Grand Canyon is owned by Ralph Ferguson, who also owns co-located KHEP(AM).

□ WQRS-FM Detroit was sold for $5,075,000 by Outlet Communications to Alexander Tanger, who also owns WTMI(FM) Miami.

□ WCLS(FM) Detroit was sold by Robert Liggett for $5,050,000 to Harvey Deutsch and Lorraine Golden. Golden is general manager of WNCI(FM) Detroit, and Deutsch has an interest in WQBH(AM) Detroit. Robert Liggett, with Larry Benston, sold KTYD(FM) Santa Barbara, Calif., for $3.1 million to Home News Publishing Co., a New Brunswick, N.J.-based publisher and group owner of four AM's, three FM's and two TV's, owned by William Boyd. It had originally contracted to purchase WCFI(FM) Daytona Beach, Fla., but that deal fell through.

□ Donald P. Moore, who also owns WCUX-TV Vineyard Haven, Mass., sold WQRC(FM) Barnstable, Mass., for $4.7 million to Gregory D. Bone, his father, Douglas, and Thomas A. LaTanzi. Bone is WQRC's marketing director. LaTanzi is an Orleans, Mass., attorney.

□ Capitol Broadcasting Group, a Mobile, Ala.-based group of three AM's and four FM's principally owned by Kenneth Jonnson, bought WFMA(FM) Rocky Mount, N.C., at the end of the year for $4 million cash. Seller was Melvin Warner, who also owns co-located WCEC(AM).

□ KKCI-FM Liberty, Mo., was sold for $4 million by Larry Saunders and Dick Lamb, who also own WPEX(AM)-WWDE(FM) Hampton, Va., to Eric Hauenstein and Bob Herpe, who own KLZI-FM Phoenix, KVTE-FM Salt Lake City and WKZS-FM Murfreesboro, Tenn. An earlier sale to Keyboard Broad-

The Baltimore Radio Show, Inc.
Harry R. Shriver, President, has acquired WKHI-FM, Ocean City, Maryland, for $3 million from Atlantic Broadcasting, William E. Esham, Senior, President, Klein G. Leister, Wayne A. Powell, and James D. Layton, all of Eastern Shore, Maryland. The undersigned represented both the buyer and the seller.
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casting for $4.2 million fell through. Hauenstein and Herpe also bought WZKS(FM) Murfreesboro, Tenn., for $3,833,280 from Ronald Kempff and KUUT(FM) Orem, Utah, for $1.5 million from Gary Munson and Scott Christianson, who also own KLZI(FM) Phoenix.

☐ Sterling Recreation Organization made its largest single station acquisition last year with the purchase of KBVL(FM) Boulder, Colo., for $4 million from Russel Shaffer, who also owns co-located KBOL(AM). It also purchased KILA(FM) Henderson, Nev., for $1.5 million. Although it has a commercial license, KILA has operated as a noncommercial station for the last 13 years. It is owned by Jack French, who also owns KYYD(FM) Las Vegas and KCIR(FM) Twin Falls, Idaho. Sterling also bought KHTT(AM)-KSJO(FM) San Jose, Calif., and WKKR-AM-FM Racine, Wis., and sold KASH(AM)-KSND(FM) Eugene, Ore. (see AM-FM sales).

☐ Speed-O-Print Business Machines Corp., principally owned by Peter Nisselson, bought WJYE(FM) Buffalo, N.Y., for $3,850,000 from Tech/Ops. The station was Tech/Ops' last property. Speed-O-Print also owns cable systems in New York state.

☐ WQEZ(FM) Fort Meyers Beach, Fla., was sold for $3.5 million by Ronald Pierce to Larry Justice, who owns stations in Falmouth, Mass., and Jacksonville, Fla.

☐ WCKS(FM) Cocoa Beach, Fla., was sold for $3.5 million by Southland Broadcasting, owned by *Providence Journal* director, Michael Metcalf, and William Corkhum and family, who have no other broadcast interests. The purchaser was Capitol Broadcasting Co., a Raleigh, N.C.-based station group principally owned by James F. Goodmon. It also bought WOHS(AM)-WXIK(FM) Shelby, N.C. (see AM-FM sales).

☐ At the end of the year, Harry Shriver and Robert Baroll, owners of The Baltimore Radio Show Inc., which also owns WFBR(AM) Baltimore and WOYK(AM) York, Pa., bought WKHI(FM) Ocean City, Md., for $3 million from a group headed by Klein Lester, which also owns WKRE-AM-FM Exmore, Va.

☐ Woody Sudbrink sold KPOI-FM Honolulu to KLZS-AM-FM Wichita, Kan., general manager, David Lyons, for $2.8 million. Sudbrink also sold KLPQ-FM Little Rock, Ark., to Signal Media Corp. for $2,750,000. Sudbrink bought KAAY(AM)-KLPQ-FM Little Rock from Multimedia last year and sold WLAC-AM-FM Nashville to Bob Price (see AM-FM sales).

☐ WAVW-FM Vero Beach, Fla., was sold for $2.5 million by Robert T. Rowland and Doug Peraltra to group headed by Charles Andromedas and John P. Healey. Healey was an account executive with ABC radio. Andromidas is New York-based real estate developer.

☐ Lawrence Wilson and Fritz Beesemeyer, who also purchased KAIR(AM)-KJYK(FM) Tucson, Ariz. (see AM-FM sales), bought KKFM(FM) Colorado Springs, for $2.5 million from Leon Lowenthal.

☐ Evert Person, who also owns co-located KSRO(AM), bought KREO(FM) Santa Rosa, Calif., for $2.5 million from a group headed by Hank McCullough.

☐ Michael Schwartz and Don Wilks sold WZFM(FM) Briarcliff Manor, N.Y., for $2.5 million to Gerald Lebow, Gerald Poch and Leonard Fassler, the owners of WNVR(AM) Naugutuck, Conn.

☐ Swanson Broadcasting, owned by Gerock Swanson, bought KDLB-FM Henryetta, Okla., for $2.4 million from Rebecca Lambert, who also owns KROS(AM)-KSAY(FM) Clinton, Iowa.

☐ Emmanuel Shipman sold his only station, KMGO(FM) Goleta, Calif., for $2,350,000 to group headed by by Alex Sheftell, former part owner of WAVA(FM) Washington. Buyers also have an interest in KIST(AM) Santa Barbara, Calif.

☐ KDAB-FM Ogden, Utah, was sold for $2.2 million by Dave Droubay to Bertram Lee, president of WNEV-TV Boston, and Skip Finley, former president of the Sheridan Broadcasting Network.

☐ Kermit Edny, who also owns co-located WHKP(AM), sold WKIT(FM) Hendersonville, N.C., for $2.2 million to George Francis, who owns AmCom General, a Winston-Salem, N.C.-based group of two AM's and two FM's.

☐ Former New York stockbroker Joel Fairman bought WSBH(FM) Southhampton, N.Y., for $2,150,000 from Malcolm Kahn. Fairman later bought WTMA(AM)-WSSX(FM) Charleston, S.C. (see AM-FM sales).

☐ WLYF(FM) South Bristol Township, N.Y., was sold for $2.1 million by Elton Spitzer and Daniel Blume to Arnold Lerner and Ronald Frizell, who own three AM's and three FM's.

☐ Compass Communications bought KBOQ(FM) Marina, Calif., for $2.1 million from Leo Kasstleman. Compass also bought a 50% interest in the *Peoria* (Ill.) *Star Journal* stations (see group sales).

☐ Josephson International, publicly owned, Dearborn, Mich.-based group principally headed by Marvin Josephson, bought WHFM(FM) Rochester, N.Y., for $2,050,000 from Albert L. Wertheimer and John A. Palvino.

☐ Cliff Gill sold KWVE(FM) San Clemente, Calif., for $2 million to Charles W. (Pastor Chuck) Smith, a nationally syndicated religious broadcaster.

☐ Wilkes-Barre Fine Music Broadcasting Co., principally owned by Richard G. Evans, sold WYZZ-FM Wilkes-Barre, Pa., for $2 million to WARM Broadcasting, a subsidiary of Susquehanna Broadcasting Co., York, Pa.-based group owned by Louis Appell.

☐ WKVY-FM Vicksburg, Miss., was sold for $2 million by Red Carpet City Broadcasting to J.C. Lewis, owner of a Savannah, Ga.-based group of one FM and three TV's.

☐ WLNT-FM Baraboo, Wis., was sold for $1.9 million by Thomas Holter to former Wisconsin TV Network president, Terry Shockley, after those four TV's were sold

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("For The Record," Nov. 12, 1984).

☐ David W. Small, former president of KMGC(FM) Dallas, bought KQCR(FM) Cedar Rapids, Iowa, for $1.9 million from Dale Cowle and William Clymer.

☐ Craig McCoy and family, former owners of McCoy Broadcasting, which merged with Western Sun Inc. in 1979, bought KCCY(FM) Pueblo, Colo., for $1,825,000 from Kennebec Broadcasting Co., a Sacramento, Calif.-based group of two AM's and six FM's owned by Doc Fuller, J.N. Jeffrey, and Edward Brock.

☐ KEZA(FM) Fayetteville, Ark., was sold for $1,750,000 by Kim Hendren, who has no other broadcast interests, to local oral surgeon, Dr. J.B. Hays, who has no other broadcast interests.

☐ WJYR(FM) Myrtle Beach, S.C., was sold for $1.7 million by David Rawley, who also owns WINH(AM)-WGMB(FM) Georgetown, S.C., and WJYW(FM) Southport, N.C., to Don McCoy and Doug Grimm. McCoy owns WDLP(AM)-WGNE(FM) Panama City, Fla. Grimm is a regional manager for Arbitron.

☐ WLNR(FM) Lansing, Mich., was sold for $1,655,000 by group headed by John Van Der Aa to John H. Johnson, publisher of *Ebony* and *Jet* magazines and purchaser of WKBW-TV Buffalo, N.Y. Johnson also has an interest in a Chicago cable franchise.

☐ KTXF(FM) Brownsville, Tex., was sold for $1,650,000 by a group owning KVEO(TV) Brownsville, KIKN(AM) Pharr and KPEJ(TV) Odessa, all Texas, to Diane Levy, Hazel Arnold and five others. Arnold and Levy are Houston investors with no other broadcast interests.

☐ Dan Cutrer and Louie Tomaso who have an interest in KAMA(AM) El Paso, bought KEXX-FM Corpus Christi, Tex., for $1.6 million from a group owning KZTV(TV) Corpus Christi and KVTV(TV) Laredo, headed by Van Kennedy.

☐ Joyner Broadcasting, a group headed by Tom Joyner, bought WLRW(FM) Champaign, Ill., for $1.6 million from William Goldstein. It also bought WENC(AM)-WQTR(FM) Whiteville, N.C., and WLDS(AM)-WEAI(FM) Jacksonville, Ill. (see AM-FM sales).

☐ At the end of the year, Gary Portmess and his wife, Judy, owners of WHAG(AM) Hagerstown and WNTR(AM) Silver Spring, both Maryland, bought WPBR(FM) Palm Beach, Fla., for $1,550,000 from Everett Aspenwald.

☐ Victor Ives, owner of AM-FM combinations in Yakima and Richland, both Washington, bought KLIQ(FM) Lake Oswego, Ore., from David Jack for $1.5 million.

☐ WXCR(FM) Safety Harbor, Fla., was sold for $1.5 million by Dan Johnson, who also owns WTMV(TV) Lakeland, Fla., to Entertainment Communications Inc., a Bala Cynwyd, Pa.-based station group of three AM's and five FM's owned by Joseph Field.

☐ WRYO(FM) Crystal River, Fla., was bought for $1.4 million by James Robinson and Joel Sharp from William C. Lamon. They also bought the J.B. Falt stations (see group sales).

☐ WLPR(FM) Mobile, Ala., was sold for $1,364,000 by Nicholas Panayiotou to Faulkner-Phillips Media Inc. James Faulkner was the former owner of a Bay Minette, Ala.-based group of three AM's and two FM's.

☐ WWQQ(FM) Wilmington, N.C., was sold for $1,275,000 by James Heavner, owner of one AM and three FM's to Miami businessman, Mark Woolfson. He also bought WKQE(AM)-WBGM(FM) Tallahassee, Fla.; WGUS-AM-FM Augusta, Ga., and WSBY(AM)-WQHQ(FM) Ocean City, Md.

☐ W.B. Belche sold WIDO(FM) Dunn, N.C., for $1.2 million to a group headed by Mike Nigris, Steve Baum and Kenneth Eisenberg, who also own KVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California.

☐ Robert Sherman, a partner in the New York-based advertising firm, Della Femina, Travisano, & Partners Sherman and Aiken, bought KLOZ(FM) El Paso for $1.2 million from Edward Hensen, who also owns WAVG(AM)-WLRS(FM) Louisville, Ky.

☐ WHTZ(FM) Lakeland, Fla., was sold for $1,150,000 by Kelley Communications to Herb Dolgoff, owner of WCMQ-AM-FM Miami.

☐ WTRU(AM) Muskegon, Mich., owners, Frederick Tascone, William Schroeder and Ronald Piesecki, sold co-owned WQWQ-FM for $1.1 million to Robert E. Goodrich, who

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Champion Broadcasting System, Inc.
for
$6,830,000
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broker in this transaction.
BLACKBURN & COMPANY, INC.

Price Communications Corporation
has acquired
KAEZ-FM
Oklahoma City, OK
for
$3,300,000
from
All American Broadcasting Corporation
We are pleased to have served as
broker in this transaction.
BLACKBURN & COMPANY, INC.

Eugene Broadcasting I, Ltd.
has acquired
KZEL-FM
Eugene, OR
for
$2,300,000
from
Mike and Noula Pappas
We are pleased to have served as
broker in this transaction.
BLACKBURN & COMPANY, INC.

Finley Broadcasting Company
has acquired
KREO - FM
Healdsburg - Santa Rosa, CA
for
$2,500,000
from
North Coast Communications, Inc.
We are pleased to have served as
broker in this transaction.
BLACKBURN & COMPANY, INC.

Storz Broadcasting Co.
(Robert H. Storz, President)
has sold
WHB (AM)
Kansas City, Missouri
to
Shamrock Broadcasting Co.
for
$3,500,000
We are pleased to have served as
broker in this transaction.
BLACKBURN & COMPANY, INC.

Gilmore Broadcasting Corporation
has acquired
WIVY-FM
Jacksonville, Florida
from
Infinity Broadcasting Corporation
for
$6,500,000 Cash
We are pleased to have served as
broker in this transaction.
BLACKBURN & COMPANY, INC.

CRB Broadcasting of Delaware, Inc.
has acquired
WJBR AM/FM
Wilmington, Delaware
for
$4,300,000
from
Radio Station WJBR, Inc.
We are pleased to have assisted both
parties in this transaction.
BLACKBURN & COMPANY, INC.

Statewide Broadcasting
has acquired
KJIM (FM)
Arlington (Dallas), Texas
for
$7,200,000
from
Jimmy Swaggert Ministries
We are pleased to have served as
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owns WVIC-AM-FM East Lansing, Mich.

☐ Chester Tart, former vice president of John Blair & Co., led a group that bought KMBY(FM) Seaside, Calif., for $1,050,000 from Stoddard Johnston.

AM

The largest AM transaction of the year was the sale of KHOW(AM) Denver for $11 million by Metromedia to Sillerman Communications, a new corporation headed by former Sillerman-Morrow Broadcasting Group head, Robert F.X. Sillerman. Sillerman-Morrow sold its last property in July 1985. Sillerman also purchased four Doubleday stations.

☐ WIND(AM) Chicago was the next largest AM stand-alone sale. It was sold by Westinghouse to Tichenor Media Systems for $6,855,000. Last year Tichenor sold KGBT-TV Harlingen, Tex. (see VHF sales), and purchased KSYR-AM-FM El Paso (see AM-FM sales).

☐ WPLO(AM) Atlanta was sold for $6,850,000 cash by Dyson Kisner Moran Corp. to Capital Cities Communications after it bought Ragan Henry's WAOK(AM) Atlanta for $4 million. Capcities had gone into negotiations to buy WPLO before it merged with ABC. Sold at the beginning of the year, DKM went on to expand into a much larger group with the subsequent purchase of 10 Stuart Broadcasting stations.

☐ Ragan Henry also sold WDIA(AM) Memphis for $2.5 million to Adams Communications, a Wyzata, Minn.-based group headed by Stephen Adams. Adams Communications had sold WKDJ(AM) Memphis earlier in the year for $1,520,000 to Viacom Broadcasting. Henry was also buying in 1985. He and his wife, Regina, purchased WCIN(AM) Cincinnati for assumption of liabilities.

☐ WNWS(AM) Miami was sold for $4 million cash by Neil Rockoff, former general manager of KHJ(AM) Los Angeles, to Jefferson-Pilot Broadcasting Co., which sold its WGBS(AM) Miami for $3.4 million to Amancio Suarez, a Miami businessman and real estate developer with no other broadcast interests.

☐ Storz Broadcasting, headed by Robert Storz, sold all its radio properties last year, with the most expensive going to Shamrock Broadcasting, Burbank, Calif.-based station group of two AM's, six FM's and five TV's owned by Roy Disney and family. Shamrock bought WHB(AM) Kansas City, Mo., for $3.5 million. Storz also sold KXOK(AM) St. Louis for $2 million to Emmet Capstick, president of St. Louis Federal Savings & Loan, and a group of St. Louis businessmen. The last divestiture of Storz Broadcasting was the sale of WQAM(AM) Miami for $2,850,000 to Daniel Cohen and four others who also own stations in Gainesville, Fla., and an FM in Miami.

☐ First Omni Communications, owned by Terry McRight and Dr. Robert Mohr, sold KKAT(AM) Ogden, Utah, for $2.8 million to Willet Brown, who owns three AM's and three FM's in California.

☐ Seventy-six percent of WTID(AM) Suffolk, Va., was sold for $2,650,000 by John Laurino, who owns WYAL(AM) Scotland Neck, N.C., to Southern Starr Broadcasting Group, an Altamonte Springs, Fla.-based group of two AM's and three FM's principally owned by Peter Starr. Starr also purchased an AM-FM combination in Pascagoula, Miss. (see AM-FM sales).

☐ KXA(AM) Seattle was sold for $2.2 million by Richard Pratt and Daniel Nelson to Olympic Broadcasting Corp., group of one AM and four FM's principally owned by William Highsmith.

☐ At the end of the year, Thomas Roberts sold WTMR(AM) Camden, N.J., to Sandra Shenfeld, who also owns WSSR(AM) Washington, N.J. Price was $2.2 million with $1.8 million in cash.

☐ Art Modell, owner of the Cleveland Browns, sold WJW(AM) Cleveland to purchase Gannett's AM-FM combination there (see AM-FM sales). He sold the AM for $2.1 million to Booth American, a Detroit group owned by John Booth and family. Booth owns three AM's and six FM's and cable systems in seven states. Booth had tried to purchase 25% of the Evening News Association before it was bought by Gannett.

☐ WKBW(AM) Buffalo, N.Y., was spun off by Capcities to Price Communications for $2 million.

☐ Jeffrey Chandler, owner of KKOS(FM) Carlsbad, Calif., bought KMLO(AM) Vista, Calif., from Gene Alfred for $2 million.

☐ Jim Gabbert, former president of the National Radio Broadcasters Association, bought KOFY(AM) San Mateo, Calif., for $2 million from Doug Pledger and Robert Day. Gabbert also owns KZTO(TV) San Francisco.

☐ Sconnix Broadcasting sold WRBD(AM) Pompano Beach, Fla., at the end of the year for $1,800,000 to John Ruffin, a Coral Springs, Fla.-based entrepreneur with no other broadcast interests.

☐ KLSZ(AM) Aurora, Colo., was sold for $1,778,000 by Leo Payne to Century Broadcasting, a Chicago-based group of three AM's and two FM's principally owned by George Collias, chairman.

☐ Lotus Communications, a Hollywood-based group of seven AM's and seven FM's principally owned by Leonard Kalmeson, bought KGST(AM) Fresno, Calif., for $1,764,000 from Richard Ryan.

☐ WPOM(AM) Riviera Beach, Fla., was sold for $1,750,000 by Rodney Dore and Garth Reeves to partnership headed by Ferd Nettre, general partner, who also owns WRIT(FM) Stuart, Fla.

☐ WFIX(AM) Huntsville, WAJF(AM) Decatur, WRAB(AM) Arab and WSHF(AM) Sheffield, all Alabama, were sold for $1,500,000 by J.B. Falt, who now owns no other stations. The purchaser was Comco Inc., a group headed by James C. Robinson, chairman; Joel Sharp, president, and 22 others. It owned two AM's and two FM's. One principal in the group is Walter Windsor, former chairman of SFN Communications, who sold WFTV(TV) Orlando, Fla.

☐ A group headed by Frank Lazarus and Jerrold Lyons which also owns KXEW(AM) Tucson, Ariz., bought KOPO(AM) Marana, Ariz., for $1.5 million from Steven Russell and Thomas Curley.

☐ WLQY(AM) Hollywood, Fla., was sold for $1,500,000 by a group headed by Daniel Cohen to Carl Maduri and Tony Lupo. Maduri is general manager of WAPE(AM) Jacksonville, Fla., and Lupo is vice president of Statewide Broadcasting, Pompano Beach, Fla.-based group owned by brothers, Scott and Jordan Ginsburg.

☐ Dr. Gordon Page sold WHBO(AM) Pinnelas Park, Fla., for $1,430,000 to Metroplex Communications, a Cleveland-based station group of three AM's and five FM's principally owned by Norman Wain.

☐ John Payne, Tim Meyers and Bill Daisa bought KLPS(AM) Santa Rosa, Calif., for $1.4 million. Payne is a local real estate investor. Myers is former vice president of the Radio Advertising Bureau. Daisa is sales manager at KOIT-AM-FM San Francisco. Seller was F. Robert Fenton, who also owns three AM's and two FM's.

☐ WKMI(AM) Kalamazoo, Mich., was sold for $1.4 million by David Steere to Ronald Kackley and Randy Jung, news director and sales manager, respectively, of WHFB-AM-FM Benton Harbor, Me.

☐ KHMO(AM) Hannibal, Mo., was sold for $1,350,000 by Don C. Dailey to brothers

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Frank and James Bick, who also own KIDS(FM) Palmyra, N.Y.

☐ KOKA(AM) Shreveport, La., was sold for $1,150,000 to John Thomas, John Vaughn and Buddy Wooly, who also own WVKI(FM) Shreveport. Seller, headed by James A. Reeder, also owns co-located KCOZ(FM) .

☐ A group headed by station manager, Barbara Lewis, including Harvey Sandler, an investment counselor from Hewlett, N.Y.; Mario Gabelli, a New York securities broker, and Bob Buford, owner of Buford TV, bought WRKL(AM) New City, N.Y., for $1,118,000 from Betty Ramey.

☐ Milton Mitler sold WALE(AM) Falls River, Mass., for $1,050,000 to Frank Battaglia, a Woodside, N.Y.-based computer software design firm owner.

Following radio station resale values

An annual study of prices paid for radio stations shows prices going up for FM stand-alones and AM-FM combinations but dipping slightly for AM stand-alones. Compiled by David Schutz, managing director of ComCapital, a New York-based investment banking firm, the study reviewed more than 650 station transactions in 1985 (the number differs from that in the chart on page 92 since BROADCASTING totals all stations sold in either multiple or single-unit transactions). The study, released to BROADCASTING for use in this "Special Report," excluded partial sales, sales of stations held by the seller for more than 10 years and first-time sales, limiting the sample to 212 sales.

The study shows that 70% of the stations were sold at a profit, 26% sold at a loss and 4% sold at their previous price. FM stand-alones led the list with price increases averaging 25%. AM-FM combinations were second with an average 11% increase in value. AM stand-alones showed an average 1% drop in value.

Condition	All Stations	FM Stand-alone	AM-FM	AM Stand-alone
Resold at a higher price	149	49	61	39
Resold at a lower price	56	5	14	37
Resold at the same price	7	1	2	4
Average (gross) change	+100%	+212%	+100%	+21%
Average length of ownership	4.5 yrs.	3.9 yrs.	4.6 yrs.	4.7 yrs.
Average compound change	+10%	+25%	+11%	−1%
Median compound change	9%	24%	14%	0%

AM-FM Combos

Dominating radio sales for last year were the spin-offs from the various mergers and large group acquisitions. Number one on the list was the sale of WPAT-AM-FM Paterson, N.J. (New York) for $49 million. As in the other services a new record price was established last year. Capcities sold the stations to Park Communications, the Ithaca, N.Y.-based newspaper publisher and station group of eight AM's, eight FM's and seven TV's, whose president is Roy Park.

☐ Leading the list for radio sales for most of the year was the purchase of KTNQ(AM)-KLVE(FM) Los Angeles, for $40 million, to H&W Communications, owned by Democratic representative from Hawaii, Cecil Heftel. The stations were sold by K-LOVE Radio Broadcasting. Malrite sued for breach of contract, saying it had a definitive agreement to purchase the station, but later settled out of court.

☐ Another spin-off at the end of the last year was the sale of WWJ(AM)-WJOI(FM) Detroit for $39 million by Gannett after the latter's purchase of ENA. The stations were purchased by a group of Detroit businessmen headed by David Hermelin. It also owns a cable system in Oxford, Miss.

☐ WGST(AM)-WPCH(FM) Atlanta were sold by Meredith to Jacor Communications Inc., for $20 million. Meredith also purchased KVVU-TV Las Vegas from *Tonight* show host, Johnny Carson. Jacor, based in Cincinnati, is publicly owned group of five AM's and five FM's, headed by Terry Jacobs.

☐ WLAC-AM-FM Nashville were sold for $18.5 million by Woody Sudbrink to Price Communications. Sudbrink also bought KAAY(AM)-KLPQ-FM Little Rock, Ark., for $3,750,000 from Multimedia Radio Inc. Price also purchased WNIC-AM-FM Dearborn, Mich., for $18.2 million from Josephson International which bought the stations for $4 million in 1977. Later, Price bought WIBA-AM-FM Madison, Wis., for $5.6 million from the Des Moines Register Co. It was a year of great expansion for Price, which also bought WZZM-TV Grand Rapids, Mich.; WEEK-TV Peoria, Ill., and WCRG-TV Columbia-Jefferson City, Mo., as well as Capcities spin-off, WKBW(AM) Buffalo, N.Y.

☐ Scripps Howard was given 18 months to spin off KMEO-AM-FM Phoenix, after it bought KNXV-TV Phoenix. It sold the AM-FM combination for $16 million to Group W.

☐ WGKX(AM) Memphis and KSSN(FM) Little Rock, Ark., were sold for $13.5 million by Kirby Confer and Paul Rothfuss, the principals in Keymarket Communications, to Al Kaneb, owner of two AM's and two FM's. Keymarket made bigger news by buying all the FM's owned by the Amaturo Group for $60.1 million (see group sales listing). Kirby and Rothfuss were also limited partners in the purchase of KIPR-AM-FM Diboll, Tex., for $1 million from Linda Rubey, Connie McNab and Marsha Shields. Tom Love was general partner in the buying group.

☐ KMCO-AM-FM Kansas City, Mo., was sold for $11 million by Richard Fairbanks and family, who own two AM's and two FM's, to Summit Communications, a Winston-Salem, N.C.-based owner of four AM's, four FM's and four cable systems in North Carolina and Georgia.

☐ Gannett sold WWWE(AM)-WDOK(FM) Cleveland to the Cleveland Browns owner, Art Modell, for $9.5 million. Modell sold WJW(AM) there to buy the AM-FM combination.

☐ Tech/Ops sold its WPLM(AM)-WFOG(FM) Suffolk, Va., for $9,250,000 to WOR(AM) New York personality, John A. Gambling. Gambling owns two AM's and two FM's. Tech/Ops, a Boston-based equipment manufacturer, sold its last station, WJYE(FM) Buffalo, N.Y., and has no other broadcast properties.

☐ KQAM(AM)-KEYN-FM Wichita, Kan., was sold for $8 million by Jim Long and country music singer Charlie Pride to David A. Roth, who owns AM-FM combinations in Fort Pierce, Fla.; Orleans, Mass., and Reno.

☐ KIXI-AM-FM Seattle was sold for $8 million by Wally Nelskog to a group headed by Earle Horton and Gordon Stenback, general manager of WRMR(AM)-WLTF(FM) Cleveland.

☐ Affiliated Publications Inc. sold WHYN-AM-FM Springfield, Mass., for $7.8 million

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to a New York holding company owned by Sherman Robbins and Thomas Ries. The buyer also owns Robbins & Ries Advertising and R&R Syndications.

☐ KSGO(AM)-KGON(FM) Portland, Ore., was sold for $6,750,000 by the Des Moines Register Co., which also sold WIBA-AM-FM Madison, Wis. (see above), and now has no other broadcast interests. KSGO-KGON were bought by Barry Ackerly, the owner of the Seattle Supersonics professional basketball team, who also bought KVOS-TV Bellingham, Wash.

☐ Sconnix Broadcasting Co. sold WTMA(AM)-WSSX(FM) Charleston, S.C., for $6.4 million to Faircom Charleston, owned by Joel Fairman, a former New York stockbroker who also purchased WSBH(FM) Southhampton, N.Y.

☐ KHTT(AM)-KSJO(FM) San Jose, Calif., were sold for $6,250,000 by Sterling Recreation Organization to Naragansett Capital Corp., a Providence, R.I.-based, publicly owned venture capital firm, headed by William Considine. Naragansett has an interest in nine cable systems. Sterling also sold KASH(AM)-KSND(FM) Eugene, Ore., for $1.4 million to Community Pacific Broadcasting Corp., principally owned by David Benjamin, which, in turn sold KEED(AM) Eugene. Community Pacific also purchased WKKR-AM-FM Racine, Wis., for $2,050,000 from Joel Thorpe.

☐ KIIZ(AM)-KIXS(FM) Killeen, Tex., were sold by Neal Spelce for $5,750,000 to Grace Broadcasting, a West Bloomfield, Mich.-based group of three AM's and three FM's, principally owned by Harvey Grace.

☐ Surrey Broadcasting sold KAIR(AM)-KJYK(FM) Tucson, Ariz., for $5.5 million to a new group, Citadel Communications, owned by Fritz Beesmeyer and Lawrence R. Wilson. Beesmeyer is former general manager of KIOI(FM) San Francisco. Wilson is an attorney from Phoenix. Surrey, owned by J.W. Nichols and his son, J. Kent Nichols, formerly owned five stations, but with this sale, has no other broadcast interests.

☐ WJAX-AM-FM Jacksonville, Fla., were sold for $5,260,000 by Silver Star Communications to Scott and Jordan Ginsburg's Statewide Broadcasting. Silver Star later bought WRIF(FM) from ABC. Statewide is Pompano Beach, Fla.-based group owning five AM's and four FM's.

☐ KRMD-AM-FM Shreveport, La., were sold for $5 million by Smokey Hyde to George Francis, a former senior vice president of Voyager Communications. Francis also purchased WHHQ(AM)-WHHR(FM) Hilton Head, S.C., for $3.7 million from Tom Harvey and WKIT(FM) Hendersonville, N.C., for $2.2 million.

☐ WJYA-AM-FM Marietta, Ga., were sold for $5 million by LWB Corp. to Xenophon Zapis, owner of WHLO(AM) Akron, Ohio, and WZAK(FM) Cleveland.

☐ Malrite sold WZUU-AM-FM Milwaukee for $4.9 million to Amos Press, publisher of *Scott's Stamp Catalogue* and owned by J. Oliver Amos.

☐ KLUB(AM)-KISN(FM) Salt Lake City were sold for $4.5 million by Frank Carmen to Linda and Ballard Smith. Linda Smith is the daughter of the late Ray Kroc, founder of the McDonald's restaurant chain and owner of the San Diego Padres baseball team.

☐ John B. Reynolds sold his WJBR-AM-FM Wilmington, Del., for $4.3 million to Carter Burden, owner of WAEB-AM-FM Allentown, Pa., and WCTR-AM-FM Huntington, W.Va.

☐ WOCB(AM)-WRZE(FM) West Yarmouth, Mass., were sold for $4,150,000 by Sillerman-Morrow Broadcasting to Patch-Dunn Associates, principally owned by former WCIB-FM Falmouth, Mass., owner Ken Patch and family. Patch-Dunn also bought WHUT(AM)-WLHN(FM) Anderson, Ind., for $2,762,000 from Eastern Broadcasting Corp., Washington-based group of four AM's and five FM's owned by Roger Neuhoff. Sillerman formed a new group, Sillerman Communications, that also purchased four Doubleday stations (see group sales).

☐ KKPL-AM-FM Opportunity, Wash., was sold for $4 million by Scott Munson to the station's general manager, Scott Christianson.

☐ Stoner Broadcasting bought WAVI(AM)-WDAO(FM) Dayton, Ohio, for $4 million from Bud Crowl.

☐ Ellek Seymour, who bought his first stations in Ocean City, Md., and Bethany Beach, Del., last year, expanded his portfolio with purchases of WDSC-AM-FM Dillon, S.C., for $3.5 million from Phillip Brown; WYAK-AM-FM Surfside Beach-Garden City, S.C., for $1,560,000 from a group headed by Robert E. Johnson, and WSVS-AM-FM Crewe, Va., for $1,413,000 from Thelbert Silverman. Seymour is now the owner of 12 AM's and nine FM's.

☐ Country music entertainer Mel Tillis sold KIXC(AM)-KMML(FM) Amarillo, Tex., for $3.5 million to the stations' general manager, Richard Haines.

☐ WBBB(AM)-WPCM(FM) Burlington, N.C., were sold for $3.4 million by Pegram Harrison to James Fort and John Yochum, who own three AM's and three FM's in North Carolina.

☐ Bud MacMurray and Robert Fenton sold KCEY(AM)-KMIX(FM) Turlock, Calif., for $3,375,000 to a group from Kalamazoo, Mich., headed by brothers Kenneth and Jerry Miller, attorneys.

☐ KLAZ-AM-FM Little Rock, Ark., were sold for $3,375,000 by Ron Curtis to group headed by Robert Oppenheimer, owner of an Austin, Tex.-based group of three AM's and four FM's.

☐ Jack Simpson sold KLEO(AM)-KSKU(FM) Wichita, Kan., for $3.3 million to Jerome Atchely, the former owner of KSSN-FM Little Rock, Ark., and WGKX-FM Memphis.

☐ WKNR(AM)-WKFR-FM Battle Creek, Mich., were sold for $3,250,000 by Joseph A. Waldschmitt to the stations' general manager, David L. Hicks.

☐ WGH(AM)-WNSY(FM) Newport News, Va., were sold for $3.2 million by R.J. Minor to Susquehanna Broadcasting Co., which also bought WYZZ-FM Wilkes-Barre, Pa. Susquehanna is York, Pa.-based group, principally owned by Louis J. Appell.

☐ Richard James and Steve Hunter, who also own WIGY(AM)-WJTO(FM) Bath, Me., bought WIBX(AM)-WIBQ(FM) Utica, N.Y., for $3,145,000 from ERI Communications.

☐ WXCM(AM)-WIBM(FM) Jackson, Mich., were sold for $3.1 million by John B. Casciani to Van Wagner Advertising, a New York-based advertising firm headed by Jason Perline.

☐ American General Media Inc., an Arroyo Grande, Calif.-based station group of four AM's and three FM's owned by Lawrence Brandon and family, sold KKAL(AM)-KZOZ(FM) Santa Maria, Calif., for $3,050,000 to Martin Hawke and Jim Barker. Barker is a former vice president of RKO General. Hawke is former owner of KSYC (AM) Yreka, Calif.

☐ WSUB(AM)-WQGN(FM) Groton, Conn., were sold for $2.9 million by Richard Lightfoot to Joel Hartsone and Barry Dickstein, owners of WDOV(AM)-WDSD(FM) Dover, Del., and WUHN(AM)-WUPE(FM) Pittsfield, Mass.

☐ Burbach Broadcasting, an Erie, Pa.-based group of two AM's and three FM's, principally owned by John Laubach and Robert Burstein, bought WMRN-AM-FM Marion, Ohio, for $2.8 million from Robert Kanuth, John Courtright and George Joachim.

☐ WDUR(AM)-WFXC(FM) Durham, N.C., were sold for $2.8 million by Richard Glover to Donald Curtis, who also has an interest in WTAB(AM)-WKSM(FM) Tabor City, N.C.

☐ WIRC(AM)-WXRC(FM) Hickory, N.C., was sold for $2,750,000 by Jerry Oakley,

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Tom Swatzel and William MacDonald to Westcom Inc., a group of ten owning WHAL(AM)-WYCQ(FM) Shelbyville, Tenn. They each already have a 10% interest in Westcom.

□ WMER(AM) Westbrook and WJBQ(FM) Portland, both Maine, were sold for $2,750,000 by John W. Bride and family, who also own WMBA(AM) Ambridge, Pa., to Ellen Malcom, a Washington-based investor, and Peter Smyth, the former sales manager of WOR(AM) New York.

□ Ken Williams and Garlyn Shelton sold KTON(AM)-KTQN(FM) Belton, Tex., for $2,630,000 to Chess Enterprises, which also bought KERV(AM)-KRVL(FM) Kerrville, Tex., for $1,230,682. Chess is headed by Joe Abernathy, general manager of KNOW(AM)-KEYI(FM) Sheridan, Ark.

□ KCOL-AM-FM Fort Collins, Colo., were sold for $2.5 million by E.F. Huse to Jack Minkow, a broadcasting consultant from Chicago and former general manager of WRIF(FM) Detroit and WLS-FM Chicago.

□ Phil Sydral, the former owner of *Inside Sports* magazine, bought KRAM(AM)-KITT(FM) Las Vegas for $2.5 million from Don Cole.

□ KFRE(AM)-KFRY(FM) Fresno, Caifl., were sold for $2.5 million by Walter Lake to Ralph Guild, president of the rep firm, McGavren Guild Inc.

□ Carl Lanci and Randall Blair bought WINW(AM)-WOOS(FM) Canton, Ohio, for $2.5 million from Jack Steenbarger and Earl Wise. Lanci and Blair also bought WKLH-AM-FM St. John's, Mich., for $1.2 million from Charles McLravy.

□ WKQE(AM)-WBGM(FM) Tallahassee, Fla., were sold for $2,340,000 by brothers Scott and Jordan Ginsburg to Mark Woolfson. Woolfson later bought WGUS-AM-FM North Augusta, Ga., for $2 million from Cal Young and Donald Kern and WSBY(AM)-WQHQ(FM) Ocean City, Md., for $1,975,000 from Evening Post Publishing Co. He also bought WWQQ(FM) Wilmington, N.C.

□ KMMM(AM)-KGGG-FM Rapid City, S.D., were sold for $2,275,000 by Gene Taylor Broadcasting to Thomas Ingstad who also sold AM-FM combinations in Wisconsin, South Dakota and North Dakota (see group sales). KNUJ(AM)-KXLP(FM) New Ulm, Minn., were sold for $1,325,000 by Hazel Mickelson to James D. Ingstad, who owns an AM-FM in Breckenridge, Minn., and is brother of Thomas Ingstad.

□ James Goodmon, owner of Capitol Broadcasting Co., a Raleigh, N.C.-based station group of two AM's, five FM's and one TV, bought WOHS(AM)-WXIK(FM) Shelby, N.C., for $2,225,124 from Paul Porter and Harold Watson. Goodman also bought WCKS(FM) Cocoa Beach, Fla. (see FM sales).

□ Ivan Braiker and Jim Ireland bought KSRN-AM-FM Reno for $2,110,000 from Carl Roliff. Braiker and Ireland had earlier purchased KQAK-FM San Francisco for (see FM sales).

□ WIOU(AM)-WZWZ(FM) Kokomo, Ind., were sold for $2.1 million by David C. Keister, who owns three AM's and three FM's, to a group headed by Howard L. Schrott that owns two AM's and two FM's.

□ KLCL(AM)-KHLA(FM) Lake Charles, La., were sold for $2 million by Perry Samuels to Harold Holder, owner of AM-FM's in Thomasville, Ga., and Selma, Ala.

□ The *Santa Barbara News-Press* sold KTMS(AM)-KKOO(FM) Santa Barbara, Calif., for $2 million to Harry McMurray and Robert Fenton. McMurray owns KATO(AM)-KXKQ(FM) Safford, Ariz. Fenton owns two AM's and two FM's. Together they also own KCEY(AM)-KMIX(FM) Turlock, Calif.

□ WMBG(AM)-WQKS(FM) Williamsburg, Va., were sold for $2 million by Cicero Green, who has no other broadcast interests, to a group which has interest in limited partnerships in seven AM's and eight FM's. It is headed by general partner, Robert Understein, and limited partners, Jason Shrinsky, Bruce Eisen and James Weitzman, partners in Washington communications law firm of Shrinsky, Eisen & Weitzman.

□ WALG(AM)-WKAK(FM) Albany, Ga., was sold for $1,925,000 to Robert (Peabo) Bryson, recording artist, by Allen M. Woodall. Woodall also owns WDAK(AM)-WEIZ(FM) Columbus, Ga., and had an interest in two AM's and two FM's which he sold to his brother, William Woodall (see group sales). With Ronald J. Verlander, William Woodall owns four AM's and four FM's. They purchased WLET-AM-FM Toccoa, Ga., for $1.8 million from Otto MacDonald and WJPD-AM-FM Ishpeming, Mich., for $1 million from Eugene Halker who also owns WIKB-AM-FM Iron River, Mich. Verlander's father is a general partner in KBSI-TV Cape Girardeau, Mo.

□ Aloha Broadcasting Co., owned by Barbara Dalderis and Pat Cannan sold KKUA(AM)-KQMQ-FM Honolulu, its only property, for $1.9 million to James Ellis and Jack Kelly, owners of KNMQ(FM) Santa Fe, N.M.

□ WSAU(AM)-WIFC(FM) Wausau, Wis., was sold for $1,875,000 by a group headed by David Eskowitz to the Milwaukee Journal Co.

□ A group headed by David Small, the former president of KMGC(FM) Dallas, bought KQCR(AM) Cedar Rapids, Iowa (see AM sales), and KKJO(AM)-KFST(FM) St. Joseph, Mo., for $1,845,000 from Jim Ramsland and Dale Cowle. Cowle divested all his broadcast properties with the sale of KASI(AM)-KCCQ(FM) Ames, Iowa, for $1.3 million to Ames Broadcasting vice president, Betty Baudler, who has no other broadcast interests.

□ New York Subways Advertising Co., owned by Marvin Schwartz, William Applebaum and three others, which owns the advertising franchise for New York's subway system, bought WFAS-AM-FM White Plains N.Y., for $1.8 million from Herb Saltzman.

□ KSET-AM-FM El Paso was sold by John Dunn and Berkely Fraser to a group headed by brothers, Jim and Jerry Ray, who also own KGNB(AM)-KNBT(FM) New Braunfels, Tex. The purchase price was $1,750,000.

□ WGUL-AM-FM New Port Richey, Fla., was sold by Ralph Johnson and William Sanders to Carl and Betty Lou Marcocci, former owners of WKTM-FM Charleston, S.C., for $1,750,000.

□ At the close of the year, KUIC(AM) Vacaville, Calif., owner, Harry Benton, bought KLLB(AM)-KRQK(FM) Lompoc, Calif., from Andrew Reimer and Donald Berlanti for $1,750,000.

□ Also at the end of the year, KMLB(AM)-KWEZ(FM) Monroe, La., was sold for $1.7 million by Robert Powell to Frank Holladay, who also owns stations in Biloxi and Meridian, both Mississippi, and Gainesville, Fla.

□ Times Publishing Inc., an Erie, Pa.-based owner of one AM and two FM's principally owned by Edward Mead and family, bought WVTY(AM) Dunedin-WTVY-FM Holiday, Fla., for $1.7 million from Sylvan Taplinger, Gary Hess and Martin Spector, owners of WTAI(AM)-WTVI(FM) Melbourne, Fla.

□ Southern Starr Broadcasting Group Inc., which bought control of WTID(AM) Suffolk, Va., also bought WPMP(AM)-WPMO(FM) Pascagoula, Miss., for $1,675,000 from Bob McGregor and Fred Jones.

□ Taft Radio vice president, Ted Ruscitti, bought WBVP(AM)-WWKS(FM) Beaver Falls, Pa., for $1,550,000 from Hall Communications.

□ Jerry Condra, who sold WPDE(TV) Florence, S.C., early last year, then bought KTRM(AM)-KZZB(FM) Beaumont, Tex., from Dorothy Bridgeman for $1,550,00.

□ WHFB-AM-FM Benton Harbor, Me., were sold for $1.5 million by Willard Banyon and family to a group headed by Donn

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Winther, a former executive vice president of Selcom, New York.

□ Thomas Joyner, David Weil and Gregg Skall bought WLDS(AM)-WEAI(FM) Jacksonville, Ill., for $1.5 million from William Fay. Later, they purchased WENC(AM)-WQTR(FM) Whiteville, N.C., for $1.2 million from Herman Leder, James High and W.D. Black. They also bought WLRW(FM) Champaign, Ill. (see FM sales).

□ Marvin Collinson sold KCIM(AM)-KKRL(FM) Carroll, Iowa, to a group including his son, Paul, and owners of KGLO(AM) Mason City, Iowa, Gerald Bretey and Lewis von Nostrand. The price was $1.5 million.

□ Jack Rich, owner of KMMJ(AM)-KEZB(FM) El Paso, bought KRLB-AM-FM Lubbock, Tex., from Don Workman for $1,450,000.

□ WBTB(AM) Beaufort-WZYC(FM) Newport, N.C., were sold for $1.4 million by Frederick McCune and family to a group headed by Jacob Brown and Edens Broadcasting vice president, J. Phillip Goldman. Brown has an interest in KROD(AM)-KLAQ(FM) El Paso.

□ Equal partners Derin Carmack, Dan Jensen, Jack Spiker and Dennis Drake, who own KJUY(AM) Colorado Springs, bought KLOV-AM-FM Loveland, Colo., for $1,350,000 from Jerry Pound and Travis Reeves.

□ KIRX(AM)-KRXL(FM) Kirkville, Mo., were sold for $1.3 million by Vera Burk and family to David Nelson, owner of WAYY(AM)-WAXX(FM) Eau Claire, Wis.

□ Tichenor Media Systems, a Harlingen, Tex.-based station group of four AM's, one FM and one TV owned by McHenry Tichenor and family, bought KYSR-AM-FM El Paso for $1.3 million from Al Greenfield. Tichenor also bought WIND(AM) Chicago (see AM sales) after it sold KGBT-TV Harlingen (see VHF sales).

□ KVAN(AM) Vancouver, Wash., and KRGL(AM)-KXIQ(FM) Bend, Ore., were sold for $1,289,964 by Capp Broadcasting Group Inc. to Gentry Development Corp., owned by William Williamson, a certified public accountant from Roseburg, Ore., and Bruce Engel, Portland, Ore., businessman.

□ Adams Communications vice president, Matt Mills, bought KEIN(AM)-KLFM(FM) Great Falls, Mont., for $1,250,000 from Sundance Communications.

□ Robert Castellanos and James Johnson who have interests in WAFC-AM-FM Clewiston, Fla., bought WYUS(AM)-WAFL(FM) Milford, Del., for $1,250,000 from Herb Schnall and James Kane.

□ KFKA(AM)-KGBS(FM) Greeley, Colo., were sold for $1,240,000 by Bob Treadway, George Moore and Frank Gilbreth to Ed Elliot and Henry Zoller, local investors with no other broadcast interests.

□ Mark Pecen who owns a Chicago-based advertising time sales firm bought WAQE-AM-FM Rice Lake, Wis., for $1.2 million from Thomas Betscha and Willard Weegman.

□ Carl Como and Ron Samuels, who sold WNFI(FM) Daytona Beach, Fla. (see FM sales), bought KSLM(AM)-KSKD(FM) Salem, Ore., for $1.2 million from brothers, William and George Franklin.

□ KFLG(AM)-KAFF(FM) Flagstaff, Ariz., were sold for $1,183,000 by Guy Christian to Robert Towe, Richard Sharp, Richard Bonner and Charlene Parks. Towe and Sharp have cable interests in California and Bonner and Parks are attorneys.

□ General manager Ken Woodfin was joined by state legislator Milton Hirsch in purchasing WTHB(AM)-WZZW(FM) Augusta, Ga., for $1,150,000 from Frances Bennet.

□ KIOO(AM)-KVEE(FM) Grand Junction, Colo., were sold for $1.1 million to John C. Culpepper and Barry Turner by a group including Carl Anderson, the station's general manager. Together, Culpepper and Turner own a group of four AM's and four FM's with Culpepper individually owning FM's in Idaho and Florida.

□ Norton Warner, owner of a Lincoln, Neb.-based station group of three AM's and three FM's bought KSTR-AM-FM Grand Junction, Colo., for $1.1 million from Thomas J. Weins.

□ KJAN-AM-FM Atlantic, Iowa, were sold for $1.1 million by E.G. Faust to Valley Broadcasting Co., headed by John Carl, Robert Selden and Brent Slay, who have interests in three AM's and two FM's.

□ Charles Doss, who owns no other stations, sold WROM(AM)-WKCX(FM) Rome, Ga., to A. Mills Fitzner, a former general manager of WHGI(AM) Augusta, Ga., for $1,050,000.

□ Dennis Israel, owner of the New York-based station group, Sky Corp., sold WEZG-AM-FM North Syracuse, N.Y., for $1,050,000 to Franklin Lorenz, who also owns WBLK-FM Depew, N.Y.

□ WFRL(AM)-WXXQ(FM) Freeport, Ill., was sold for $1 million by C.R. Griggs, who also owns WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky., to Arnold Zaff, who has an interest in WEIC-AM-FM Charleston, N.C., and a cable system in Oakland, Mich.

□ Ogden Broadcasting sold WAMT(AM)-WAJX(FM) Titusville, Fla., to Sidney Frazer, a former owner of WELE-AM-FM Deland, Fla.

□ Donald Jones, who owns four AM's and one FM, sold KFBC(AM)-KFBQ(FM) Cheyenne, Wyo., to John Schindeler and Stewart Haskell for $1 million. Schindeler is the general manager of KIIX(AM)-KTCL(FM) Fort Collins, Colo., where Haskell is the sales manager.

□ William Phalen and Leslie Rudd bought KAKZ-AM-FM Wichita, Kan., for $1 million from Barry Staub and Bud Beren.

Cable TV

The following is a list of the major cable sales in 1985. Since cable transactions are not required to be reported to any government agency, prices are not often disclosed so an accurate estimation of 1985's sales is impossible to tabulate. The industry norm for judging the cost of a cable sale is $1,000 per subscriber. With that as a rough guide, it can be said that cable sales totaled over $6 billion.

At the end of the year, Group W sold most of its cable systems to a consortium of cable MSO's, including Tele-Communications Inc., Time Inc.'s American Television & Communications, Comcast Cable, Daniels & Associates and Century Communications. The price for the 135 cable systems came to around $1,050 per subscriber or about $1.6 billion. Adding the debt and tax liabilities associated with the deal, it amounted to around $2.1 billion, or the largest deal in cable history.

The next largest sale, was Kohlberg Kravis Roberts & Co.'s purchase of Storer Communications. With KKR paying about $87 to $88 per share, the total price came to $2.5 billion.

Cox Communications was taken private last year by members of the Cox family and management. The transaction was valued at $1.3 billion. Cox owns 50 cable systems serving 1.7 million subscribers .

Capital Cities Communications sold its cable systems to the Washington Post Co. for $350 million.

Warner Communications, purchase of American Express's interest in Warner-Amex Cable was one of last year's larger sales, with Warner buying the remaining 50% of the company for $450 million. The WA systems serve more than 1.3 million subscribers. Warner-Amex had earlier sold its Dallas system to publicly held Heritage Communications, Des Moines, Iowa-based MSO, for $110 million.

Jones Intercable, publicly held Englewood, Colo.-based cable group headed by Glenn Jones, majority stockholder, bought most of Tribune Co.'s cable interests when it purchased 15 systems for $237 million. The remaining six systems were reported to be under negotiations to be sold to Tribune Cable's president, Doug Dittrick.

One of the year's larger swaps was the approximately $200-million trade of eight systems between Storer and Times Mirror. Times Mirror acquired systems in Phoenix, Paradise Valley and Mesa, all Arizona, and Laguna Beach, San Juan Capistrano and San Clemente, all California. Storer, in turn received systems in Louisville, Ky.; Little Rock and Jacksonville, both Arkansas, and Point Pleasant Beach, N.J.

McCaw Communications Co., bought systems in Tucson, Ariz.; Aberdeen, Wash;, The Dalles, Ore., and a system serving Astoria, Seaside and Warrenton, all Oregon, from Cox Cable Communications, Atlanta-based subsidiary of station group and publisher, Cox Communications, for $90 million.

United Cable Television Corp. bought Times Mirror Cable TV's Hartford, Conn., system for $61.5 million. Times Mirror was forced to sell the system because of state cable-newspaper crossownership rules.

A system serving Long Beach, Calif., was sold for approximately $40 million to Simmons Communications by Cable Communications Co., a joint venture of Times-Mirror Cable Television and Knight Ridder Broadcasting.

Cox sold its system serving Marquette,

Mich., for approximately $16 million to Bresnan Communications, White Plains, N.Y.-based cable group principally owned by former Group W Cable President William Bresnan.

A system serving Upper Merion Township, King of Prussia, Doylestown, Buckingham, Chalfont and New Britain, all Pennsylvania, was sold by Robert F. McGinley and Marvin Scharfstein, who have no other cable interests, to Lenfest Communications, a Huntington Valley, Pa.-based group owned by Gerry Lenfest, for approximately $12,750,000.

Cox Cable sold a system serving Fort Wayne, Ind., to Citizen's Cable Communications Inc. for $9,750,000. Citizen's is publicly traded, based in New Haven, Ind.

Austin, Tex.-based Prime Cable sold a system in Marlboro, Mass., to American Cablesystems Corp. for approximately $7 million. ACS is a publicly owned group based in Beverly, Mass., and headed by Stephen Dodge.

Cardiff Communications, publicly owned, Denver-based MSO headed by Pat Patterson, bought systems serving West Plains, Mo.; Amarillo, Tex., and Woodmoor, Colo., for $5.2 million from, respectively, Community Cable, owner of four Missouri systems headed by Robert Neathery; Suburban Cable, owned by Dale Merriman, who has no other cable interests, and Cable West, a publicly owned group of six systems headed by Robert Krebs.

Gateway Cablevision, which also owns systems in New York state, sold a system serving Leon County, Fla., for approximately $5 million to Group W. Group W later bought a system serving Manatee county, Fla., from William Martin, Vernon Gill and William Roberts, Tampa-based cable consultants.

Storer sold a system in Pasco county, Fla. to Gulfstream Cablevision, a Tampa-based MSO owned by H. Gene Gawthrop, vice president with cable broker, Communications Equity Associates. The system has 4,280 subscribers.

Commonly owned Beaver Valley Cable TV Associates and L.M. Cablevision sold systems in Beaver county, Pa., and the Pittsburgh-based investment firm, Allegheny Financial Corp., sold a system serving nine towns in west-central Ohio for approximately $5 million to a new company owned by Robert McAllister, former vice president and chief financial officer of Warner Cable, and Walter Bent, former Warner Cable of Pittsburgh. ☐

Record sales good news for brokers

Although many of the mega-deals were not handled by brokers, 1985 was a good year all the same

Besides being the biggest year ever for the total sale of broadcast stations, 1985 was, predictably, the best year for every broker canvassed by BROADCASTING. Some brokers, accustomed to a specialty that has its ups and downs, wondered how long the good times would keep rolling.

Joe Sitrick, broker with Blackburn & Co. in Washington, said: "The industry is mature now; there's no more blue sky; we have a history to go on." Sitrick saw the bigger mergers of last year as anomalies: "You've really got to treat them as nonrecurring mega-sales," he said. Apart from them, "it was a good year for normal station trading."

Few brokers figured in the mega-deals. One who did was Howard Stark, who last year brokered over $300 million in sales. Stark was a consultant to Capcities, which acquired ABC and brought in the buyer in its sale of two TV stations to Scripps Howard for $246 million. But Stark also felt that the big deals were a phenomenon, "I think we've seen the peak year in 1985 for the big deals; there's not too much left out there," he said, "but there will always be some business."

Other brokers saw a possibility of time bombs ticking in the 1985 market. Cecil Richards, a broker headquartered in Falls Church, Va., whose firm figured in $50 million in sales last year, said: "There are some areas where deals have been done by people who are not large broadcasters and who are buying in response to a fad. There's not a lot, but I'm concerned that if a few deals don't

Dow Jones & Company, Inc.

has sold a portion of its minority interest in
Continental Cablevision, Inc. to

Continental Cablevision, Inc.

The undersigned acted as financial advisor to
Dow Jones & Company, Inc. and assisted in the
negotiations leading to this transaction.

Shearson Lehman Brothers Inc.

January, 1986

FM's

Tendered

■ WQTC (102.3 mhz) Two Rivers, Wis.—Seeks CP to change community of lic. to Manitowoc, Wis.; change TL; change HAAT to 328 ft., and make changes in ant. sys. App. Jan. 15.

Accepted

■ KPDJ (92.3 mhz) Eureka, Calif.—Seeks CP to change ERP to 32.3 kw and change HAAT to 1,525 ft. App. Jan. 15.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Jan. 14.

■ KBZT (97.1 mhz) Los Angeles—Seeks mod. of CP to change TL; change ERP to 20.9 kw; change HAAT to 3,000.54 ft., and make changes in ant. sys. App. Jan. 14.

■ KBCO-FM (97.3 mhz) Boulder, Colo.—Seeks mod. of lic. to operate formerly authorized facilities as aux. App. Jan. 16.

■ KURA (104.9 mhz) Ouray, Colo.—Seeks mod. of CP to change TL. App. Jan. 14.

■ WOVV (95.5 mhz) Fort Pierce, Fla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 980.72 ft. App. Jan. 14.

■ WCXL (101.7 mhz) Vero Beach, Fla.—Seeks mod. of CP to change ERP to 1.39 kw and change HAAT to 464.78 ft. App. Jan. 14.

■ WIXV (95.5 mhz) Savannah, Ga.—Seeks CP to change TL and change HAAT to 980.72 ft. App. Jan. 14.

■ KNWS-FM (101.9 mhz) Waterloo, Iowa—Seeks CP to install aux. sys. App. Jan. 14.

■ WKKY (104.9 mhz) Moss Point, Miss.—Seeks CP to change TL and change HAAT to 328 ft. App. Jan. 15.

■ WRFM (105.1 mhz) New York—Seeks CP to install aux. sys. App. Jan. 14.

■ WQTR (99.1 mhz) Whiteville, N.C.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 981 ft. App. Jan. 15.

■ KMOD-FM (97.5 mhz) Tulsa, Okla.—Seeks mod. of CP to change TL; change ERP to 96.2 kw, and change HAAT to 1,326.76 ft. App. Jan. 15.

■ KHUG-FM (105.1 mhz) Phoenix, Ore.—Seeks mod. of CP to change TL; change ERP to 51.7 kw, and change HAAT to 544.48 ft. App. Jan. 14.

■ *WNJB (ch. 58) New Brunswick, N.J.—Seeks CP to change ERP to vis. 1,321 kw. App. Jan. 7.

■ WNJX-TV (ch 22) Mayaguez, P.R.—Seeks MP to change ERP to vis. 200 kw, aur. 20 kw; change HAAT to 1,137 ft., and replace ant. App. Jan. 16.

■ WTIN (ch. 14) Ponce, P.R.—Seeks MP to change ERP to vis. 120 kw, aur. 12 kw; change HAAT to 1,022 ft.; replace ant., and change TL. App. Jan. 7.

■ KOCV-TV (ch. 36) Odessa, Tex.—Seeks MP to change HAAT to 502 ft. and change TL. App. Dec. 31.

■ WVER (ch. 28) Rutland, Vt.—Seeks CP to change max. ERP vis. to 247 and change HAAT to 1,402 ft. App. Jan. 15.

TV's

Accepted

■ KTVK (ch. 3) Phoenix—Seeks CP to change HAAT to 1,778 ft.; replace ant., and change TL. App. Jan. 8.

■ KSCH-TV (ch. 58) Stockton, Calif.—Seeks MP to change TL and change HAAT to 1,213.6 ft. App. Jan. 8.

■ WDTS (ch. 38) Seaford, Del.—Seeks MP to change ERP to vis. 3,400 kw, aur. 340 kw and change HAAT to 1,485.9 ft. App. Jan. 8.

■ WAYK (ch. 56) Melbourne, Fla.—Seeks MP to move SL outside community of lic. App. Jan. 16.

■ WCTV (ch. 6) Thomasville, Ga.—Seeks CP to change ERP to vis. 97.5 kw, aur. 19.5 kw; change HAAT to 2,031 ft., and change TL. App. Jan. 9.

■ WBKZ (ch. 63) Angola, Ind.—Seeks CP to change ERP to vis. 2,900 kw, aur. 290 kw. App. Jan. 16.

■ WCLJ (ch. 42) Bloomington, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; replace ant.; change TL, and change HAAT to 1,044.02 ft. App. Jan. 8.

■ KHCA (ch. 41) Alexandria, La.—Seeks MP to change ERP to vis. 205 kw, aur. 20.5 kw and change HAAT to 297.2 ft. App. Jan. 9.

■ KADN (ch. 15) Lafayette, La.—Seeks CP to change ERP to vis. 2,630 kw, aur. 263 kw. App. Jan. 7.

■ *KTCI-TV (ch. 17) St. Paul—Seeks CP to change ERP to vis. 1,000 kw and replace ant. App. Jan. 7.

■ *WEKW-TV (ch. 52) Keene, N.H.—Seeks CP to change ERP to vis. 60 kw. App. Jan. 7.

■ WGOT (ch. 60) Merrimack, N.H.—Seeks MP to change ERP to vis. 1,096 kw, aur. 110 kw and change HAAT to 942.9 ft. App. Jan. 8.

■ WJCB (ch. 49) Norfolk, Va.—Seeks MP to change ERP to vis. 2,970 kw, aur. 270 kw; change HAAT to 1,137 ft., and replace ant. App. Jan. 16.

Actions

AM's

■ KBBV (1050 khz) Big Bear Lake, Calif.—Dismissed app. to construct ant. and change TL. Action Dec. 23.

■ KWKW (1300 khz) Pasadena, Calif.—Returned app. to increase night power to 2.5 kw and make changes in ant. sys. Action Jan. 9.

■ WHBO (1040 khz) Pinellas Park, Fla.—Granted app. to make changes in DA sys.; reduce nighttime power to .5 kw, and change TL. Action Dec. 31.

■ WDUN (550 khz) Gainesville, Ga.—Granted app. to operate transmitter by remote control from main SL. Action Jan. 2.

■ WSFB (1490 khz) Quitman, Ga.—Granted app. to increase power to 1 kw. Action Dec. 26.

■ KIKI (830 khz) Honolulu—Granted app. to change TL. Action Dec. 30.

■ KSSK (590 khz) Honolulu—Granted app. to change TL. Action Dec. 30.

■ WTTL (1310 khz) Madisonville, Ky.—Granted app. to increase day power to 2.5 kw. Action Jan. 9.

■ WYST (1010 khz) Baltimore—Granted app. to change TL. Action Dec. 27.

■ WCSP (1520 khz) Crystal Springs, Miss.—Returned app. to change freq. to 590 khz and change power to 500 w. Action Jan. 9.

■ KOSC (1510 khz) Marshfield, Mo.—Returned app. to increase power to 1 kw. Action Jan. 9.

■ WDER (1320 khz) Derry, N.H.—Granted app. to change DA parameters. Action Jan. 13.

■ WXMC (1310 khz) Parsippany-Troy Hill, N.J.—Returned app. to add night service with 360 w. Action Jan. 9.

■ WLIR (1420 khz) Herkimer, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 13.

Summary of broadcasting
as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WFBL (1390 khz) Syracuse, N.Y.—Granted app. to change TL; replace ant., and make changes in ant. sys. Action Jan. 10.

■ WQCC (1540 khz) Charlotte, N.C.—Granted app. to change TL. Action Dec. 24.

■ WHIZ (1240 khz) Zanesville, Ohio—Granted app. to make changes in ant. sys. Action Jan. 8.

■ WYNS (1160 khz) Lehighton, Pa.—Granted app. to increase day power to 5 kw; add night service with 1 kw, DA-2, and make changes in ant. sys. Action Jan. 8.

■ WKJB (710 khz) Mayaguez, P.R.—Granted app. to increase night power to 750 w. Action Jan. 10.

■ WIXR (1500 khz) Mount Pleasant, S.C.—Granted app. to change freq. to 1480 khz and change day power to .88 kw. Action Jan. 9.

■ WBUG (1430 khz) Ridgland, S.C.—Granted app. to decrease power to 880 w; change TL, make changes in ant. sys. Action Jan. 8.

■ KJSA (1140 khz) Mineral Wells, Tex.—Granted app. to change TL. Action Jan. 13.

■ WLVA (590 khz) Lynchburg, Va.—Granted app. to increase day power to 5 kw and make changes in ant. sys. Action Jan. 7.

■ WLEE (1480 khz) Richmond, Va.—Granted app. to change TL. Action Dec. 30.

■ WCRR (660 khz) Rural Retreat, Va.—Granted app. to increase power to 550 w. Action Jan. 8.

FM's

■ KZZZ (94.7 mhz) Kingman, Ariz.—Dismissed app. to change TL; change ERP to 12.589 kw, and change HAAT to 3,640.48 ft. Action Jan. 6.

■ KOOL-FM (94.5 mhz) Phoenix—Granted app. to change TL and change HAAT to 1,653.12 ft. Action Dec. 31.

■ KBZT (97.1 mhz) Los Angeles—Granted app. to install aux. ant. sys. Action Dec. 17.

■ KWAZ (97.9 mhz) Needles, Calif.—Dismissed app. to change ERP to 4.1 kw. Action Jan. 3.

■ KDJK (95.1 mhz) Oakdale, Calif.—Dismissed app. to change HAAT to 631.6 ft. Action Jan. 3.

■ KCRT-FM (92.7 mhz) Trinidad, Colo.—Granted app. to change freq. to 92.5 mhz; change TL; change ERP to 91.2 kw, and change HAAT to 1,033 ft. Action Dec. 31.

■ *WWPT (90.3 mhz) Westport, Conn.—Granted app. to move ant. 160 ft. north and make changes in ant. sys. Action Dec. 31.

■ WOVU (101.7 mhz) Ocean View, Del.—Granted app. to change TL. Action Jan. 10.

■ WRQX (107.3 mhz) Washington—Granted app. to install aux. sys. Action Dec. 17.

■ WQPD (94.3 mhz) Lake City, Fla.—Granted app. to install new transmission sys. Action Dec. 31.

■ WJYA-FM (104.1 mhz) La Grange, Ga.—Granted app. to change TL; change HAAT to 1,290.02 ft., and make changes in ant. sys. Action Dec. 18.

■ WKCX (97.7 mhz) Rome, Ga.—Granted app. to change ERP to .472 kw and change HAAT to 779.66 ft. Action Dec. 31.

■ WLNR (106.3 mhz) Lansing, Ill.—Granted app. to change ERP to 2 kw and change HAAT to 396.88 ft. Action Jan. 10.

■ WQXE (100.1 mhz) Elizabethtown, Ky.—Granted app. to change ERP to 2.14 kw and change HAAT to 379.82 ft. Action Dec. 31.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to operate formerly authorized facilities as aux. Action Dec. 20.

■ KDBH-FM (97.7 mhz) Natchitoches, La.—Granted app. to operate aux. ant. sys. Action Dec. 11.

■ KOGM (107.1 mhz) Opelousas, La.—Granted app. to install new transmission sys. Action Dec. 20.

■ *WCSG (91.3 mhz) Grand Rapids, Mich.—Granted app. to change TL; change HAAT to 570 ft., and change ERP to 9 kw. Action Dec. 31.

■ WQXC-FM (100.9 mhz) Ostego, Mich.—Granted app. to change HAAT to 328 ft. Action Dec. 31.

■ WZND-FM (99.3 mhz) Zeeland, Mich.—Granted app. to change ERP to 2.4 kw. Action Dec. 31.

■ KHEZ (96.1 mhz) Crookston, Minn.—Granted app. to change HAAT to 415 ft. Action Jan. 9.

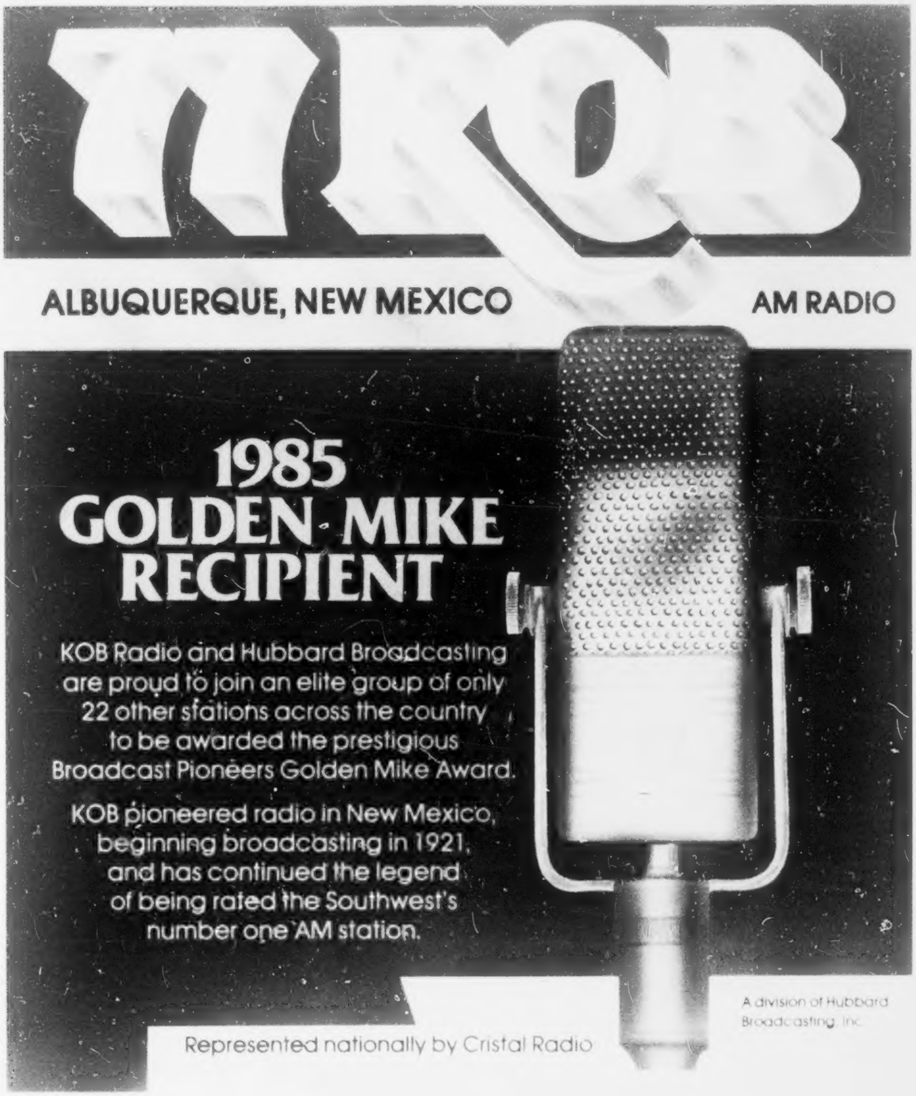
■ WLTE (102.9 mhz) Minneapolis—Granted app. to install transmission sys. Action Dec. 11.

■ WQAZ (92.7 mhz) Cleveland, Miss.—Granted app. to

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 3



KOB

ALBUQUERQUE, NEW MEXICO

AM RADIO

1985
GOLDEN MIKE
RECIPIENT

KOB Radio and Hubbard Broadcasting are proud to join an elite group of only 22 other stations across the country to be awarded the prestigious Broadcast Pioneers Golden Mike Award.

KOB pioneered radio in New Mexico, beginning broadcasting in 1921, and has continued the legend of being rated the Southwest's number one AM station.

A division of Hubbard Broadcasting, Inc.

Represented nationally by Cristal Radio

55th Year 1986

SHUTTLE TRAGEDY:
All eyes on television

◆

MUST-CARRY ISSUE:
All eyes on FCC

Vol. 110 No. 5

Broadcasting ◪ Feb 3

Television chronicles shuttle tragedy
Must-carry comments pour into FCC
Rubenstein new CPB president

GATHERING ROUND □ Television relates grief of nation in aftermath of shuttle explosion. **PAGE 27.**

MUST CARRY FOLLOW □ Mounds of comments are logged in at the FCC on what to do about must carry. **PAGE 30.**

NEW CHIEF □ Former Mutual and ABC executive Martin Rubenstein selected as new president of Corporation for Public Broadcasting. **PAGE 34.**

ON THE REBOUND □ National spot radio sales will only show single-digit increase for first quarter due to slow January start; networks continue to do well. **PAGE 36.**

LOOKING FOR A SPONSOR □ W.R. Grace & Co. turns to cable and spot TV to air its ad concerning deficit after networks turn it down. **PAGE 40.**

CLOSING VOTE □ House passes poll closing bill—9 p.m. NYT for presidential elections. **PAGE 41.**

NEW MAN □ White House nominates attorney Andrew Strenio Jr. to fill FTC seat. **PAGE 41.**

CLEVELAND CABLE □ Wireless cable operator plans startup of multichannel television service using cable programing services. **PAGE 44.**

MORNING COMEBACK □ NBC's *Today* show back on top in the early morning news ratings. **PAGE 49.**

SUPER RATINGS □ Despite lopsided Chicago win in Super Bowl, ratings stayed strong throughout game, pleasing both NBC and advertisers. **PAGE 52.**

REINCARNATION □ Some of the programing from the defunct Modern Satellite Network is showing up on the Learning Channel and the Financial News Network. **PAGE 53.**

SNG FUTURE □ Conus's Hubbard says he expects 100 stations on line by next year. **PAGE 54.**

SALARY REVIEW □ RTNDA releases study on news salaries. **PAGE 56.**

CONVENTION TOPPER □ Component digital television recorder expected to be among highlights of SMPTE show. **PAGE 58.**

COMING ABOARD □ U.S. BrightStar company enters program distribution field. **PAGE 60.**

RELIGIOUS CONVENTION □ National Religious Broadcasters opens Washington convention. **PAGE 66.**

SATELLITE TALK □ BROADCASTING's satellite symposium brings together international players to hear U.S. religion on deregulation. **PAGE 68.**

NEWS CONCENTRATION □ Roone Arledge relinquishes sports position to focus on news division. **PAGE 73.**

STEADY HAND □ Comcast's Ralph Roberts has built that company into a major force in the cable industry, one acquisition at a time. **PAGE 95.**

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Broadcasting [illegible] at Washington, D.C., and additional offices. [illegible] occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* [illegible] from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. [illegible] Mansfield Road, Wooster, Ohio 44691 ($37/yr). Postmaster, please send address [illegible] to *Broadcasting*, 1735 DeSales St., N.W., Washington, D.C. 20036.

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erably more to advertise on *Today* than it did a year ago and nearly double what it cost two years ago. Friedman recalled that in the first quarter of 1984 a 30-second spot on *Today* averaged $8,000. At present, according to NBC's vice president of sales, Bob Blackmore, that same :30 goes for between $13,000 and $14,000. Given that NBC has 10 minutes of advertising time in *Today* per episode (affiliates get all the spots in the 7-7:30 and 8-8:30 segments, leaving NBC about one hour's worth of advertising time to clear for a two-hour show), that multiplies out to $1.3 million-$1.4 million a week, or $68 million-$73 million annually. So the difference between an $8,000 spot and a $13,000 spot can mean $25 million annually.

With the arrival of Larry Grossman as president of NBC News and Tim Russert as vice president, Friedman says the network is giving more promotional support to the show. Promotional spots have increased 30% over the past year with an additional 10-second promo inserted in prime time five to six days a week and an extra promo at the end of *Meet The Press* on Sunday. And NBC's higher prime time ratings haven't hurt, either. "When you add NBC's prime time resurgence, that helps. [Viewers] leave their station on NBC and see our promos. People catch us by mistake."

Grossman and Russert, Friedman said, have also helped stamp out some of the previous "internal wars" that erupted at NBC News over resource allocations that only aggravated the *Today* show's "orphan" status within the news division. Friedman said that not too long ago an NBC News reporter, if he or she showed enough cunning, could duck out of a *Today* show assignment in favor of the big story on the *Nightly News*. But no more. Now, said Friedman, there's a more equal sharing of priorities.

Friedman freely volunteers plenty of theories as to why *Today* has grown and *GMA* has not—among them that audiences may be tiring of a personality-dominated show like *GMA* in favor of a more overtly group effort like *Today*. Friedman also hasn't written off the competition. "You can't take *GMA* for granted," he said. "They have a big star in David Hartman." But right now coach Friedman and his players seem to have the ball. They know their show is hot, and *GMA*, they believe, is on the defensive. "The key in the morning race is not what *Today* does."

Bears also win for NBC

Super Bowl XX drew the third highest rating in *Super Bowl* history and easily gave NBC its 12th win of the season, as it scored a 21.1 rating and a 32 share, according to Nielsen's National Television Index for the week of Jan. 20-26. CBS had a 16/24 for the week and ABC a 14.4/22.

NBC increased its season-to-date average for the broadcast year by 0.9 rating points. It now has a 17.9/28, compared to a 16.9/26 for CBS and a 15.1/24 for ABC.

The *Super Bowl XX* victory for NBC contributed to the second-highest weekly win for a network this season. ABC had the season's highest-rated weekly victory this season during the fifth week (Oct. 21-27), with a 22.2/34 for its coverage of the *World Series*. NBC capitalized on the *Super Bowl* rating, and the rating for the week's second-ranked program, the bowl's post-game show (35.4/39), by scheduling the hour-and-a-half premiere of *The Last Precinct* after the post-game show. *Precinct* attracted a 23.9/35 from 9:37 to 11:07, and ranked eighth for the week. NBC had eight of the week's top 10 programs.

ABC turned in a strong performance on Wednesday as *Dynasty* ranked fifth for the week with a 24.2/35, its second-highest rating this season. ABC attributed the increase in ratings to a change in storylines that will renew the rivalry between Linda Evans (Krystal) and Joan Collins (Alexis). *Dynasty's* season-to-date average coming into the night was 22.3/34. Wednesday was also *MacGyver's* premiere performance, from 8 to 9, which scored a 17.7/26.

HUT levels remained the same as a year ago—64.5; combined network ratings were up 1%, from last year's 51.1 to 51.6, and combined network shares were also up 1%, from 78.2 to 78.6.

■ CBS swept all time periods on Monday with its regular schedule. NBC's broadcast of a special from 9 to 11, *An All Star Tribute to Martin Luther King*, honoring the birthday of the slain civil rights leader, scored a 12.7/20.

■ ABC had its highest Tuesday of the season with regular programing. Three of the network's programs for that night finished in the top 20, led by *Who's the Boss* (21.3/32), which finished 14th. An *NBC News Special: A.I.D.S.* from 10 to 11 had an 11.8/20.

■ Each of ABC's three hour-long shows won its time period on Wednesday. From 8 to 9, *MacGyver* did not face that period's usual winner, NBC's *Highway to Heaven*, as NBC pre-empted the show for part two of a special, *Missing: Have You Seen This Person?* (17/25).

■ NBC's Thursday schedule included three of the week's top 10 shows. Even so, on CBS from 9 to 10, *Simon and Simon* (21.2/31) outperformed its season-to-date average from the previous week (17.7/26) by 3.5 ratings points. CBS's *Knot's Landing* (20.6/33) took the 10 to 11 time period.

■ CBS won Friday, powered by the 11th-ranked *Dallas* (22/34) from 9 to 10. *Twilight Zone* (14.2/22) placed third from 8 to 9, and *Falcon Crest* (18.5/30) was second from 10 to 11. NBC's second-place finish for the night was highlighted by *Miami Vice* (24.1/39).

■ NBC's Saturday comedy block delivered that night by almost six ratings points for that network. *Golden Girls* was ninth for the week, with a 23.8/37, and a *Remington Steele Special* earned a 17.2/30.

■ CBS delayed some of its Sunday night powerhouse lineup until after the Super Bowl, and the move seemed to have paid off. A repeat of *Murder, She Wrote*, from 10 to 11, ranked 10th for the week with a 22.5/34. Its normal lead-in, *60 Minutes*, did a 20.9/29 from 9 to 10. A repeat of "Single Bars/Single Women" on the *ABC Sunday Night Movie* scored an 11.8/18.

Rank	Show	Network	Rating/Share
1	Super Bowl XX	[illegible]	[illegible]
2	Super Bowl postgame	[illegible]	[illegible]
3	The Cosby Show	[illegible]	[illegible]
4	Family Ties	[illegible]	[illegible]
5	Dynasty	ABC	[illegible]
6	Miami Vice	[illegible]	[illegible]
7	Cheers	[illegible]	[illegible]
8	The Last Precinct*	[illegible]	[illegible]
9	Golden Girls	[illegible]	[illegible]
[illegible]	Murder, She Wrote	[illegible]	[illegible]
11	Dallas	[illegible]	[illegible]
12	Night Court	[illegible]	[illegible]
13	Moonlighting	ABC	[illegible]
14	Kate & Allie	[illegible]	[illegible]
15	Who's the Boss	[illegible]	[illegible]
16	Simon & Simon	[illegible]	[illegible]
17	Newhart	[illegible]	[illegible]
18	[illegible]	[illegible]	[illegible]
19	227	[illegible]	[illegible]
20	Hotel	[illegible]	[illegible]
21	Knots Landing	[illegible]	[illegible]
22	Growing Pains	[illegible]	[illegible]
23	Bob Hope Special	[illegible]	[illegible]

Rank	Show	Network	Rating/Share
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	Mr. Belvedere	ABC	[illegible]
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Rank	Show	Network	Rating/Share
[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]
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[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

*Indicates premiere episode

make changes in ant. sys. Action Jan. 14.

■ KXA (770 khz) Seattle—Granted app. to make changes in ant. sys. Action Jan. 14.

■ WTDY (1480 khz) Madison, Wis.—Granted app. to change standard pattern augmentation. Action Jan. 15.

■ WCUB (980 khz) Two Rivers, Wis.—Granted app. to replace aux. tower. Action Jan. 21.

FM's

■ WLPR (96.1 mhz) Mobile, Ala.—Granted app. to change TL, change ERP to 100 kw, and change HAAT to 1,888 ft. Action Jan. 16.

■ KUBB (96.3 mhz) Mariposa, Calif.—Dismissed app. to change HAAT to 2,005.12 ft. and make changes in ant. sys. Action Jan. 13.

■ *WMNE (88.1 mhz) Monroe, Conn.—Granted app. to change ERP to 4.076 kw and change HAAT to 402 ft. Action Jan. 21.

■ WIOF (104.1 mhz) Waterbury, Conn.—Granted app. to change ERP to 17.78 kw. Action Jan. 17.

■ WHHL (104.9 mhz) Havana, Fla.—Granted app. to change ERP to 2.015 kw. Action Jan. 17.

■ WXCV (95.3 mhz) Homosassa Springs, Fla.—Granted app. to change ERP to 2.8 kw and change HAAT to 390.13 ft. Action Jan. 21.

■ KKIC-FM (101.9 mhz) Emmett, Idaho—Dismissed app. to change TL, change ERP to 57 kw, and change HAAT to 2,533.5 ft. Action Jan. 15.

■ WKDQ (99.5 mhz) Henderson, Ky.—Dismissed app. to change ERP to 100 kw. Action Jan. 15.

■ WKHG (104.9 mhz) Leitchfield, Ky.—Granted app. to change HAAT to 272 ft. Action Jan. 10.

■ WRBS (95.1 mhz) Baltimore—Granted app. to change tower height to 511.98 ft. Action Jan. 17.

■ KAGE (95.3 mhz) Winona, Minn.—Granted app. to change ERP to 1.35 and change HAAT to 496 ft. Action Jan. 16.

■ WSJC-FM (107.5 mhz) Magee, Miss.—Granted app. to change TL and change HAAT to 984 ft. Action Jan. 15.

■ KZNN (105.3 mhz) Rolla, Mo.—Granted app. to change TL, change ERP to 100 kw, change HAAT to 611.03 ft., and make changes in ant. sys. Action Jan. 21.

■ WQAL (104.1 mhz) Cleveland—Granted app. to change ERP to 11 kw. Action Jan. 16.

■ KRKA (104.7 mhz) Alva, Okla.—Dismissed app. to change TL and change HAAT to 984 ft. Action Jan. 13.

■ KRAV-FM (96.5 mhz) Tulsa, Okla.—Dismissed app. to change TL, change ERP to 90.2 kw, and change HAAT to 1,326.76 ft. Action Jan. 13.

■ KJJI (105.7 mhz) Bend, Ore.—Granted app. to change ERP to 35.48 kw, change HAAT to 592 ft., and change TL. Action Jan. 15.

■ WHTX (96.1 mhz) Pittsburgh—Dismissed app. to install aux. sys. Action Jan. 13.

■ *WYFG (91.1 mhz) Gaffney, S.C.—Granted app. to replace ant. and change ERP to 61.76 kw. Action Jan. 21.

■ WEXR (101.7 mhz) Ravenel, S.C.—Granted app. to change ERP to 1.52 kw and change HAAT to 482.16 ft. Action Jan. 16.

■ KIPR-FM (95.5 mhz) Diboll, Tex.—Granted app. to change TL and change HAAT to 567.44 ft. Action Jan. 16.

■ WSJY (107.3 mhz) Fort Atkinson, Wis.—Dismissed app. to change TL, change ERP to 28 kw, change HAAT to 642 ft., and make changes in ant. sys. Action Jan. 13.

TV's

■ WHBR (ch. 33) Pensacola, Fla.—Granted app. to move SL approx. six miles outside Loxley, Ala. Action Jan. 8.

■ WBNA (ch. 21) Louisville—Granted app. to move SL to 3701 Fern Valley Road, outside Louisville city limits. Action Jan. 16.

■ KOOG-TV (ch. 30) Ogden, Utah—Granted app. to change TL. Action Jan. 15.

■ KTBW-TV (ch. 20) Tacoma, Wash.—Granted app. to move main SL outside community of lic. Action Jan. 16.

In Contest

Review board made following decision:

Temple, Tex. (Progressive Communications Inc., et al) FM proceeding. Scheduled oral argument for Feb. 14 on exceptions to initial decision of ALJ John M. Frysiak granting app. of Marymar Broadcasting Co. for new FM station at Temple and denying competing apps. of Progressive Communications and Bell County Broadcasting Co. Each party has 20 minutes for argument. Progressive and Bell may reserve part of their time for rebuttal. By letter, Jan. 16.

[illegible]

■ Dodge City, Kan. (Cattle Country Broadcasting and Community Service Broadcasting Inc.) FM proceeding. Granted motion filed by Community Service to enlarge issues against Cattle Country to determine whether Cattle Country has violated Section [illegible] of rules by transmittal of KMCS-FM and, if so, effect thereof on its basic qualifications to be commission licensee. By MO&O, Jan. 17.

■ Rock Hill, S.C. (Beverly Hills Hotel Corp., et al) TV proceeding. Granted motion for summary decision filed by Moore Broadcast Industries Inc. and resolved short-spacing issue in its favor. By MO&O, Jan. 17.

[illegible]

■ Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. Granted motion for summary decision filed by Victory Media Inc. and resolved air hazard issue in its favor. By order, Jan. 21.

[illegible]

■ Anchorage (Fireweed Television and Native Alaska Broadcasting) TV proceeding. Granted joint request for settlement agreement and dismissed app. of Native Alaska with prejudice; granted app. of Fireweed Television for new station at Anchorage, and terminated proceeding. Jan. 21.

■ Blanton, Ky. (Opal Chadwell, et al) TV proceeding. Granted motion for summary decision filed by Dorothy O. Schulze and Deborah Brigham and resolved short-spacing issue in their favor. By MO&O, Jan. 21.

■ Dallas and McKinney, Tex. (Agape Broadcasting Foundation Inc., et al) FM proceeding. Granted motion filed by McKinney Educational Foundation and dismissed its app. with prejudice. By separate order, granted motion filed by Criswell Center for Biblical Studies to enlarge issues against Agape to determine: between August 1983 and April 1985, Agape falsified KNON logs, and if so, what effect such falsification has on its basic qualifications to be commission licensee; whether Agape has made misrepresentations to or has lacked candor with commission in response to FCC official notice of violation and [illegible] of FCC correspondence; whether Agape has violated 47 CFR [illegible] 73.211(a) and 73.1410(a)(1), and if so, nature and extent of such violations, and whether Agape can be depended upon to be responsible operator of a broadcast facility; Association of Community Organizations for Reform Now (ACORN) is real party in interest to Agape's app., and, if so, whether Agape has misrepresented to, or lacked candor with, commission about ownership structure of applicant. By order, Jan. 23, and by MO&O, Jan. 23, respectively.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	[illegible]	[illegible]	[illegible]
Commercial FM	[illegible]	418	[illegible]
Educational FM	[illegible]	[illegible]	[illegible]
Total Radio	[illegible]	[illegible]	[illegible]
FM translators	[illegible]	[illegible]	[illegible]
Commercial VHF TV	[illegible]	[illegible]	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	[illegible]	[illegible]	[illegible]
Educational UHF TV	[illegible]	[illegible]	[illegible]
Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	[illegible]	[illegible]	[illegible]
UHF translators	[illegible]	[illegible]	[illegible]
ITFS	[illegible]	[illegible]	[illegible]
Low-power auxiliary	[illegible]	[illegible]	[illegible]
TV auxiliaries	[illegible]	[illegible]	[illegible]
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	[illegible]	[illegible]
Aural STL & intercity relay	2,836	[illegible]	[illegible]

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New TV
[illegible]	[illegible]
	Existing AM
[illegible]	[illegible]

Grants

Call	Assigned to
	New AM
[illegible]	[illegible]
	New FM's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
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[illegible]	[illegible]
	New TV
[illegible]	[illegible]
	Existing AM's
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	Existing FM's
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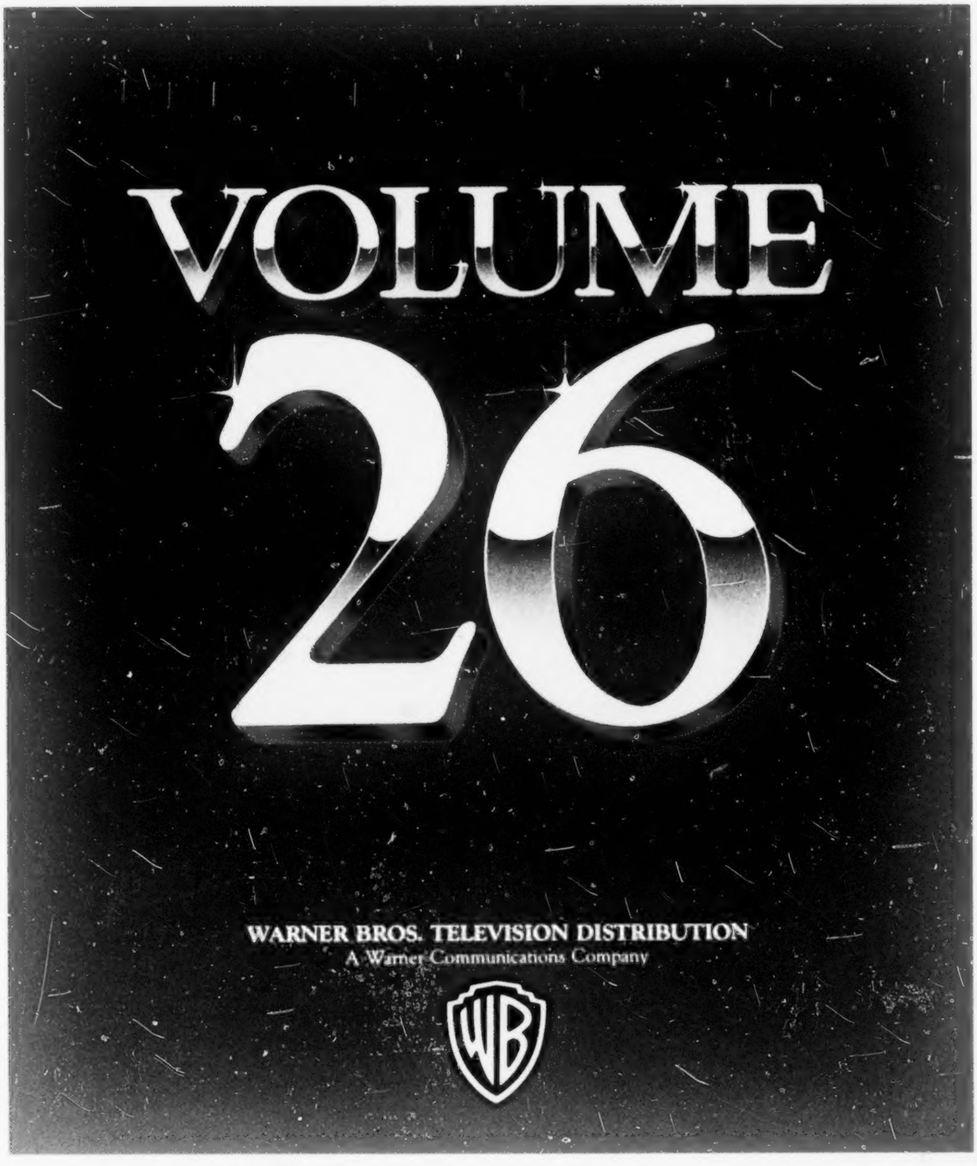
	Existing TV
[illegible]	[illegible]

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 10


VOLUME
26
WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

55th Year 1986

BROADCASTING'S

D AGENCIES:
HE TOP 50

Vol. 110 No. 6

Broadcasting ☐ Feb 10

Top 50 advertising agencies
Wesray, Outlet management buy company
Coverage from RAB, NRB

OUTLET BUYOUT ☐ Wesray Corp. and Outlet management team up to buy Outlet Co. **PAGE 31.**

BOGGED DOWN ☐ Senate fails to move measure to televise upper chamber, but will take up resolution again next week. **PAGE 32.**

BUDGET 86 ☐ Only public broadcasting receives salvo in President's budget. **PAGE 33.**

THINGS GO BETTER ☐ Coca-Cola appears set to buy Merv Griffin Enterprises. **PAGE 35.**

WINNERS ARE ☐ ABC's *Nightline* wins special gold baton in duPont awards. **PAGE 36.**

LOOKING FOR A FOURTH ☐ Probing the possibilities of another commercial network. **PAGE 36.**

TOP 50 AGENCIES ☐ BROADCASTING's annual survey of the top 50 Fifth Estate advertising agencies finds Young & Rubicam topping the list again with over $1.5 billion in television, radio and cable billings. J. Walter Thompson also tops $1 billion. **PAGE 42.**

VIDEO TROUBLES ☐ A number of music video stations fall on hard times as attracting sponsors becomes difficult. **PAGE 53.**

WINNING WAYS ☐ Two *Cosby* episodes push NBC to victory in week nine. **PAGE 56.**

FOR FALL DEBUT ☐ Eight syndicated shows look like firm go's for fall, with many of them coming from the ranks of the smaller production houses. **PAGE 58.**

RAB CONFAB ☐ Over 1,000 sales managers convene in Dallas for Radio Advertising Bureau's Managing Sales Conference. Sessions concern selling more effectively, new research services, direct mail marketing, small-market sales and selling older demographics. **PAGES 61-64.**

ANOTHER ROUND ☐ New study that shows public acceptance of alcohol equivalence leads Seagram vice president of corporate development, Stephen Herbits, to restate liquor company's demands that PSA's air on TV. **PAGE 65.**

MORE MONEY ☐ Budget increase is giving Cable Satellite Public Affairs Network boost. **PAGE 67.**

GEARING UP ☐ U.S. preps for ITU conference meeting on expansion of AM band. **PAGE 68.**

FREE ADVICE ☐ Former NBC executive Julian Goodman suggests networks get together and form entity to negotiate Olympic rights. **PAGE 70.**

GOSPEL GET-TOGETHER ☐ National Religious Broadcasters convention hears from Falwell, Buchanan, Swaggert, Graham, and Reagan on videotape. **PAGE 72.**

AND THE ORDER ☐ FCC releases order on decision concerning home earth station regulation. Dawson dissents. **PAGE 81.**

BLASTING EEO ☐ FCC proposal to ease equal employment opportunity burdens draws fire in comments. **PAGE 82.**

LONG ROAD ☐ Ken Hatch has risen from humble beginnings to become president of KIRO-TV Seattle and an executive at parent, Bonneville. **PAGE 103.**

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Business Briefly

TV ONLY

Armour □ Classic Lite dinners will be promoted in four-week flight starting in mid-February in Los Angeles, Phoenix and six Florida markets. Prime and fringe periods will be used for commercials. Target: women, 25-54. Agency: Fallon McElligott & Rice, Minneapolis.

BMW Automobiles □ Four-week flight set to run in about 20 markets beginning in mid-February. Commercials will be presented in fringe periods. Target: men, 35-54. Agency: Ammirati & Puris, New York.

Chattem Inc. □ Four-week campaign in national spot TV designed to reach 85% of U.S. TV households began last week as kickoff to [illegible] plan and in-store merchandising for [illegible] cosmetics. Commercials will run in prime, daytime and fringe periods. Target: women, 18-49. Agency: W.B. Doner & Co., Detroit.

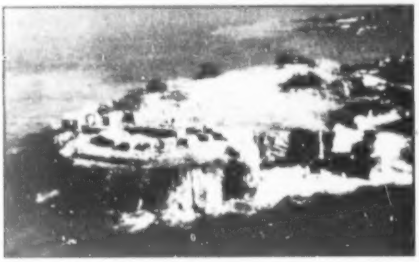
Glenbrook Laboratories □ Phillips Milk of Magnesia will be highlighted in spot

television campaign in 31 markets supplementing network television campaign that began in late January and continues through March. Commercials featuring actor Robert [illegible] who discusses qualities of product. Commercials will be carried in [illegible] daytime, fringe, and [illegible] news programs. Target: women, 21-49. Agency: Cunningham & Walsh, New York.

Elias Bros. Restaurants □ Two-week flight is set to begin in mid-February for two weeks in 10 to 12 markets in Michigan and Ohio. Commercials will appear in daytime, fringe and sports and weather segments. Target: adults, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

CBS Records □ Campaign for British recording artist, Sade, will begin 12-day flight Feb. 19. Day, prime, early and late fringe, weekend time slots will be used in nine markets, including San Francisco and Dallas. Target: adults, 18-34 and teens. Agency: Wunderman, Ricotta, New York.

Bermuda Department of Tourism □ Spring campaign will be launched in early March in Philadelphia, followed by New York and Washington in mid-March,



and running through May. Schedule will be shown in prime time and late fringe periods and on sports and news programs. Target: adults, 25-64. Agency: Foote, Cone & Belding, New York.

RADIO ONLY

Wohl Shoes □ Women's shoes will be spotlighted in one-week flight to begin this week in about 20 markets, including Minneapolis and Tulsa, Okla. Commercials will be carried in all dayparts. Target: women, 18-49. Agency: Tatham-Laird & Kudner, Chicago.

Coors Beer □ Advertiser began 12-week flight in late December, which will continue through March. Commercials run in early and late fringes, prime access and weekend time slots in virtually all markets. Target: men, 18-34. Agency: Foote, Cone and Belding, Chicago.

Prudential Insurance □ Commercials promoting the advertiser's insurance will run in nine markets including Albany, N.Y., Omaha, Neb., Denver and Green

AdVantages

Lotta viewing. Viewers continued to watch television in [illegible] television viewing [illegible] 1985, according to Television Bureau of Advertising [illegible] be two minutes higher per day than in 1984 [illegible] eighth consecutive year.

Hours of TV Usage Per TV Home Per Day

	1978	1979	1980	1981	1982	1983	1984	1985
Jan	7.08	7.20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Feb	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mar	6.86	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Apr	6.05	6.36	6.36	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May	5.46	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jun	5.28	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jul	5.32	[illegible]	6.18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Aug	5.42	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sep	6.09	6.16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Oct	6.25	6.32	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Nov	6.44	[illegible]	7.02	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dec	6.51	[illegible]	7.08	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Yearly Average	6.17	6.28	6.36	[illegible]	6.48	[illegible]	[illegible]	[illegible]

*Asterisk denotes record high

Media outlook. January issue of Wm. Esty Co.'s newsletter *Mediatrends*, predicts that unit costs in all media will increase at about same rate as cost-per-thousand. Esty notes that with diversification of viewing, listening and reading options, "advertising dollars are spread around, with much less concentration than in pre-cable days." Newsletter says "health of network TV should be re-evaluated because medium has seen fewer cancellations and there is renewed viewer enthusiasm for special programs." Esty envisions 8% increase in unit costs for both network daytime TV and prime time in 1986. For spot television agency projects 8% CPM increase and for spot radio, 6% rise in unit costs.

Special Report

BROADCASTING'S TOP 50 AGENCIES

- Admarketing
- Advanswers Media/Programing
- Ally & Gargano
- N W Ayer
- Backer & Spielvogel
- Ted Bates
- BBDO
- Bloom Cos.
- Bozell & Jacobs
- Leo Burnett
- Campbell-Ewald
- Campbell-Mithun
- Chiat/Day
- Cunningham & Walsh
- Dailey & Associates
- Dancer Fitzgerald Sample
- D'Arcy Masius Benton & Bowles
- Della Femina, Travisano & Partners
- W.B. Doner
- Doyle Dane Bernbach
- William Esty
- Foote, Cone & Belding
- Geer, DuBois
- Geers Gross
- Grey
- HBM/Creamer
- Jordan, Case, Taylor & McGrath
- Kenyon & Eckhardt
- Ketchum
- Kornhauser & Calene
- Laurence, Charles & Free
- Levine, Huntley, Schmidt & Beaver
- Lowe Marschalk
- MCA
- McCaffrey and McCall
- McCann-Erickson
- Needham Harper Worldwide
- Ogilvy & Mather
- Ohlmeyer
- Rosenfeld, Sirowitz & Humphrey
- Ross Roy
- Saatchi & Saatchi Compton
- Scali, McCabe, Sloves
- SSC&B
- Tatham-Laird & Kudner
- J. Walter Thompson
- Tracy-Locke
- Warwick
- Wells, Rich, Greene
- Young & Rubicam

Top 50 Fifth Estate agency billings approach $16 billion

Domestic broadcast-cable advertising expenditures in 1985 by the leading broadcast agencies eclipsed 1984's record by 8.9%, reaching almost $15.9 billion.

The 34th annual survey by BROADCASTING of the top 50 Fifth Estate agencies shows that more than $14.06 billion was allocated to television last year, an increase of 7.9% over 1984. Radio spending by the agencies reached $1.44 billion, a jump of 13.3% over 1984. Cable TV expenditures rose 35.9% to $383.4 million. (Some agencies did not break out cable separately and included them in the television figures.)

For the eighth straight year, Young & Ru-

Broadcasting's top 50 advertising agencies

	Agency	Combined broadcast/cable billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast percentage of agency's total billings	% change from 1984	Last year's rank
1	Young & Rubicam	1,514.6	1,374.3	1,020.0	354.3	91.4	23.7	67.7	48.9	64	+11.8	1
2	J. Walter Thompson	1,164.0	1,073.0	710.0	363.0	71.0	21.0	50.0	20.0	71	+6.5	2
3	BBDO	924.0	794.0	480.0	314.0	102.0	30.0	72.0	28.0	71	+9.5	3
4	DMB&B	865.2	734.2	456.0	278.0	98.0	13.0	85.0	33.0	77	—	—
5	Leo Burnett	840.0	810.0	640.0	170.0	25.0	2.2	22.8	5.0	67	+13.2	4
6	Ogilvy & Mather	820.0	740.0	520.0	220.0	66.0	24.0	42.0	14.0	70	+15	5
7	Dancer Fitzgerald Sample	722.4	650.5	429.5	221.0	50.3	12.5	37.8	21.6	78	+19.2	6
8	Foote, Cone & Belding	613.0	528.0	244.0	284.0	66.0	8.0	58.0	19.0	76	+6.6	7
9	Grey Advertising	569.2	497.7	330.7	167.0	45.4	4.1	41.3	26.1	56	+1.8	9
10	McCann-Erickson	492.1	432.3	266.1	166.2	59.8	7.8	52.0		63	-3.3	10
11	Doyle Dane Bernbach	457.6	406.1	239.0	[illegible]	35.4	1.6	33.8	16.1	45	+7.0	11
12	Saatchi & Saatchi Compton	443.0	415.0	300.0	115.0	11.0	11.0		17.0	75	32.6	15
13	SSC&B	407.7	368.9	262.1	106.8	33.9	4.8	29.1	4.9	84	+16.7	13
14	Ted Bates	376.0	340.5	251.6	88.9	23.8	15.1	8.7	11.7	75	+16.5	16
15	NW Ayer	358.0	309.0	225.0	84.0	44.0	10.0	34.0	5.0	54	-9.6	12
16	Needham Harper Worldwide	322.4	282.9	208.8	74.1	36.2	13.9	22.3	3.3	45	+3.1	19
17	Backer & Spielvogel	310.1	271.6	202.4	69.2	32.0	2.0	30.0	6.5	81	2.4	18
18	William Esty	309.0	290.0	201.0	89.0	14.0	3.0	11.0	5.0	61	2.8	17
19	Bozell & Jacobs	265.2	156.3	106.1	50.2	71.6	7.6	64.0	37.3	34	+29.8	23
20	Advanswers Media/Programming	246.0	227.0	125.0	102.0	15.0		15.0	4.0	80	+18.8	22
21	Wells, Rich, Greene	230.1	203.0	[illegible]	[illegible]	[illegible]	[illegible]	19.0	6.0	54	-7.5	20
22	Campbell-Ewald	227.2	190.5	114.0	76.5	27.3	7.0	20.3	9.4	88	+4.5	21
23	Tracy-Locke	199.4	157.7	[illegible]	[illegible]	39.2	4.3	34.9	2.5	87	+12.3	25
24	Campbell-Mithun	199.1	[illegible]	48.8	[illegible]	[illegible]	[illegible]	7.7	4.0	60	+10.5	24
25	HBM/Creamer	[illegible]	180.1	[illegible]	[illegible]	15.8	[illegible]	[illegible]	1.8	58	-14.9	27
26	Della Femina, Travisano & Partners	196.7	164.7	58.8	105.9	[illegible]	[illegible]	[illegible]	1.8	79	+10.9	26
27	Chiat/Day	190.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	5.0	76	+40.7	31
28	Cunningham & Walsh	175.0	[illegible]	[illegible]	[illegible]	10.6	[illegible]	[illegible]	6.7	48	+7.7	28
29	Lowe Marschalk	[illegible]	[illegible]	[illegible]	[illegible]	23.4		23.4		53	+7.8	29
30	Kenyon & Eckhardt	144.0	142.0	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1.0	62	-30.8	32
31	Jordan, Case, Taylor & McGrath	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3.0	10.0	76	+31.4	35
32	Admarketing	[illegible]	147.0	[illegible]	[illegible]			[illegible]		93	+8.7	30
33	Ketchum Communications	137.2	[illegible]	[illegible]	[illegible]	17.3	[illegible]	[illegible]	[illegible]	42	+19.1	36
34	Scali, McCabe, Sloves	[illegible]	[illegible]	63.0	[illegible]	[illegible]		[illegible]	[illegible]	53	+8.0	34
35	Ally & Gargano	[illegible]	103.6	47.5	[illegible]	[illegible]		3.3	[illegible]	69	+31.1	39
36	W.B. Doner	114.8	69.8	11.8	58.0	34.6	10.0	24.6	10.4	65	+5.2	37
37	Dailey & Associates	105.1	93.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	86	+5.1	40
38	Ohlmeyer Advertising	103.9	96.1	[illegible]	[illegible]	1.8		1.8	6.0	92	17.5	33
39	Tatham-Laird & Kudner	97.0	84.0	[illegible]	[illegible]	[illegible]	[illegible]	3.0	[illegible]	41	2.6	41
40	Rosenfeld, Sirowitz & Humphrey	93.8	85.4	28.0	57.4	5.6	1.2	4.4	2.8	67	7.1	38
41	MCA Advertising	89.0	81.0	49.0	32.0	3.0		3.0	5.0	50	+11.3	44
42	Kornhauser & Calene	86.0	[illegible]	61.0	[illegible]	[illegible]	[illegible]	8.0	[illegible]	76	—	43
43	Laurence, Charles & Free	78.0	63.0	35.0	28.0	14.0	2.0	[illegible]	1.0	30	+7.7	46
44	Geers Gross	78.0	66.0	21.0	45.0	3.0		3.0	[illegible]	50	+35.9	49
45	Bloom Cos.	69.7	43.1	[illegible]	[illegible]	26.6	[illegible]	16.0		41	+36.9	50
46	Ross Roy	66.7	44.5	16.7	27.8	19.8	5.0	14.8	2.4	26	25.1	42
47	McCaffrey & McCall	64.0	51.0	[illegible]	[illegible]	10.0	3.0	7.0	3.0	33	10.0	45
48	Warwick Advertising	58.9	51.8	[illegible]	[illegible]	5.6	2.8	2.8	1.5	41	-5.6	47
49	Geer, DuBois	57.4	47.3	15.8	31.5	5.2	1.9	3.3	4.9	55	—	—
50	Levine, Huntley, Schmidt & Beaver	53.5	50.0	15.0	35.0	3.0		3.0	0.5	59	—	—

Although many agencies report cable billings in with their TV billings, BROADCASTING separates cable figures into another category in this chart. The combined broadcast-cable billings figure is derived from adding television, radio and cable categories.

bicam romped off with top honors, amassing $1,514,600,000 in broadcast and cable billings, up 11.8% over 1984.

J. Walter Thompson was the only other agency to top $1 billion, with billings of $1,164,000,000. BBDO remained in third place with $924 million, up 9.5%. D'Arcy Masius Benton & Bowles, the merged agency of D'Arcy MacManus Masius and Benton & Bowles, catapulted into fourth place with expenditures of $865 million. Leo Burnett moved to fifth place with $840 million.

Y&R showed the largest broadcast-cable billing surge, with a $164-million gain over 1984. Dancer Fitzgerald Sample was runner-up with an additional $126.6 million in billings.

The agencies which showed the greatest percentage increase were Chiat/Day, up 40.7%; The Bloom Cos., up 36.9%, and Geers Gross, up 35.9%.

On the minus side was McCann-Erickson, which stressed that its figures were not final. McCann reported a decline of about $17 million, while Wells, Rich, Greene was off an estimated $18 million. Showing the greatest percentage drop was Ross Roy, down 25.1%, Ohlmeyer, down 17.5%, and McCaffrey & McCall, down 14%.

Billings increases were achieved by 36 agencies, while 10 experienced expenditure declines. New to the listing this year are Geer, DuBois and Levine, Huntley, Schmidt & Beaver. Waring & LaRosa moved out of the top 50 for 1985 and the creation of DMB&B provided the second vacancy.

With its enormous investment in broadcast and cable, Y&R was again the kingpin agency in various categories—total broadcast, total TV billings, total network TV billings and cable TV billings. BBDO emerged the front-runner in two sectors—total radio billings and network radio billings. DMB&B was first in spot radio billings and J. Walter Thompson first in spot television.

The following is a list in alphabetical order of the top 50 billing broadcast-cable agencies based on domestic figures. For the most part, figures were obtained directly from the agencies; estimates were obtained for others from various sources.

32

Admarketing □ This Los Angeles-based agency had broadcast-cable billings of $158.7 million in 1985, an 8.7% increase. While relinquishing the Kentucky Fried Chicken (southern California) account, the agency picked up Circuit City Stores, Furnishing 2000 and Standard Shoes. Among its other major accounts, all spot radio and TV, are Air Cal, Standard Brand Paints, C&R Clothiers.

20

Advanswers Media/Programing □ This Gardner subsidiary increased its broadcast-cable billings by 18.8% (almost $40 million) last year for a total of $246 million. Total TV billings came to $227 million ($165 million network), while radio billings totaled $15 million ($14 million spot). The agency also billed $4 million in cable advertising. New accounts for the agency in 1985 included R.T. French Foods and new product assignments from Ralston Purina, Airwick Industries and Hollywood Brands. It lost two products of the dairy division of Pet Inc.

35

Ally & Gargano □ Rising from 1984's combined broadcast-cable billings of $100 million to $131.1 million in 1985, Ally & Gargano saw its biggest increases coming in total television billings. In 1984 it had $95.3 million in the catagory whereas in 1985 it was up 30% to $123.8 million. Network was up from last year's 35.7 at 47.5, and spot was up fro last year's 59.6 at 76.3. In radio billings the agency rose from 1984's $3.7 million to $5.3 for 1985. New accounts added during the year were Bristol-Meyers Products Division, Andrew Jerger's Co., Sanyon Electric and Frye Shoe. Accounts resigned included Travelers Insurance, Timberland Co., Scandanavian Airlines and Midway Airlines.

15

N W Ayer □ After registering a healthy increase in 1984, N W Ayer's combined broadcast-cable billings for last year fell by 9.6% to $358 million. Television expenditures accounted for $309 million ($225 million for network and $84 million for spot) while radio spending totaled $44 million ($23 million for network and $21 million for spot). For cable, the agency's billings amounted to $5 billion. Looking at each broadcast category, overall television spending was down $39 million compared to 1984 while radio was off by only $2 million. Cable expenditures, on the other hand, rose by $3 million. Accounts added in 1985 include AT&T Consumer Products, Iberia and Club Med. Leaving the firm's client roster were Seven-Up and Texize.

17

Backer & Spielvogel □ This agency posted $310.3 million in combined broadcast-cable billings last year, off by 2.4% from 1984. Breaking it down, $271.6 million came from television, $32.7 million from radio and $6 million from cable. Major clients added to the agency's list of clients last year were Finesse mousse (Helene Curtis), Gold Label Soups (Campbell Soup), Miller High Life Genuine Draft beer, Hyundai Motor America, Ohs cereals (Quaker Oats), and Fisher-Price, a division of the Quaker Oats Co. Accounts resigned during the year include Juiceworks (Campbell Soup) and Lowenbrau (Miller Brewing).

14

Ted Bates □ Combined broadcast-cable billings for Ted Bates rose 16.5% to $375.6 million with the bulk of that figure—$340.5 million—concentrated on television. The agency spent $251.6 million in network television and $88.9 million on national spot television. For radio, $15.1 million was channeled to network and $8.7 million to spot. There was also $11.7 million invested in cable TV. Avis Rent-A-Car and Commodore Business Machines were added to the agency's client roster in 1985, while the R.J. Reynolds account left the company.

3

BBDO □ Broadcast expenditures rose by 9.5% to $924 million, a gain of $80 million over 1984. Television increased by about $61 million, radio by $7 million, and cable by $12 million. Acquired during 1984 was Visa U.S.A. (Visa Cards and Travelers Cheques). Among the advertisers involved in network and spot radio and television and cable during the year were Black & Decker, Campbell Soup, Dodge cars/trucks, General Electric, Gillette, Pepsi-Cola and Stroh Brewery. Program sponsors in 1985 included Campbell Soup, Pepsi, General Electric, Gillette and Stroh's.

45

The Bloom Cos. □ This is the second year the Dallas-based Bloom Companies made BROADCASTING's top 50 agency list. It had total broadcast-cable billings of $69.7 million in 1985, up 36.9% from the year before. Broadcast-cable billings accounted for 41% of the agency's 1985 total billings, down from 53% in 1984. Total TV billings came to $43.1 million, up 37% from 1984, with $13.6 million earmarked to network and $29.5 million in spot. Radio totaled $26.6 million, an increase of 37% from the year before, with the lion's share ($16.9 million) going toward spot. As was the case in 1984, The Bloom Cos. reported no cable billings in 1985. Among the major accounts it added in 1985 were Anheuser-Busch's Baybry's Champagne Coolers, Asante mineral waters and Saratoga Springs mineral waters. Also, The Bloom Cos. picked up some accounts from A-B's Campbell-Taggart Division, including Colonial, Rainbo, Kilpatrick & Grant's Farm baked goods. Other new accounts were Pinkerton Tobacco (Redman chewing tobacco and Renegades smokeless tobacco) and Rick-SeaPak's Farm Rich Frozen Snack Sticks. The Bloom Cos. resigned its New York Air account.

19

Bozell & Jacobs □ Combined broadcast and cable billings at Bozell & Jacobs in 1985 were up 29.8%, a gain of more than $60 million. (Effective Jan. 3, the agency merged with Kenyon & Eckhardt with the merged entity becoming Bozell Jacobs Kenyon & Eckhardt. (For the record, 1985 billings for the two agencies will be reported separately, but starting with 1986, they will be reported as a single agency.) Television billings at Bozell totaled $186.1 million ($120 million in spot), radio billings totaled almost $72 million ($64 million in spot) and cable billings totaled $7.3 million. The agency did not report any accounts gained or lost.

5

Leo Burnett □ Spurred by a $68-million gain in television, Burnett's radio-TV-cable billings moved up to $840 million, an increase of 13.2% over 1984. Accounts shifting to the Burnett fold in 1985 were M&M/Mars, Tropicana Juice, Chicagoland McDonald's Restaurants Association and Seven-Up. Dropped during the year were Wilson Sporting Goods, American Bankers Association and Nestle. Active broadcast-cable clients during the year were Commonwealth Edison, Association of Chicagoland McDonald Restaurants Association, Allstate Insurance, Heinz, Harris Bank, Keebler, Kellogg, Kraft, Maytag, Miller Brewing, M&M/Mars, Oldsmobile, Procter & Gamble and Pillsbury.

22

Campbell-Ewald □ Estimated broadcast-cable billings last year at Campbell-Ewald were up 4.5% to $227.2 million, after dropping 9.4% in 1984. Television billings totaled $183.5 million ($114.7 million in spot) and radio billings hit $37.3 million ($29.7 million in spot). Cable billings amounted to $6.4 million. The agency did not report any clients gained or lost.

24

Campbell-Mithun Inc. □ Broadcast-cable billings were up 10.5% ($19 million) to almost $200 million for Campbell-Mithun in 1985. Most of that came from the agency's television billings, which totalled $172.2 million ($123.4 million in spot). Radio billings accounted for almost $26 million and the agency also had $1 million in cable billings. Accounts added in 1985 included Physicians Health Plan, Interstate Brands, Bob Evans restaurants, Great Clips and Wilson Foods Corp. Accounts resigned included Jockey for Her and Better Homes & Gardens Real Estate Service.

27

Chiat/Day □ The agency's broadcast and cable billings totaled $190 million in 1985, a 40.7% leap over 1984, and accounted for 76% of the firm's total business. The company a number of television accounts, including the $19-million Gaines account. Mixed media accounts included NYNEX Information Resources, Trump Plaza Casino and Maxicare. Other major accounts include Apple Computers, Pizza Hut, California Cooler and Porsche.

28

Cunningham & Walsh □ C&W rebounded in 1985 with about an 8% gain (almost $13 million) in broadcast-cable billings, which totaled $175.6 million. In 1984, broadcast-cable billings were off by a little more than 1%. Most of the agencys billings come from television, which totaled $159.3 million last year ($96 million in spot), while radio billings contributed $9.6 million ($7 million in spot). Accounts added last year included AAMCO transmissions, METRA (Chicago commuter rail), Panasonic personal computers and the Downtown Sports Club (Chicago). The one account reported resigned was the Bank of New York.

Biggest spenders

Total broadcast-cable billings
Young & Rubicam—$1.51 billion

Total TV billings
Young & Rubicam—$1.37 billion

Network TV billings
Young & Rubicam—$1.02 billion

Spot TV billings
J. Walter Thompson—$363 million

Total radio billings
BBDO—$102 million

Spot radio billings
D'Arcy Masius Benton & Bowles—
$85 million

Network radio billings
BBDO—$30 million

Cable TV billings
Young & Rubicam—$48.9 million

37

Dailey & Associates □ Based on a projected 5.1% increase in combined broadcast and cable billings for 1985 over 1984, Dailey and Associates was up $5 million in its billings from last year's $100 million. Of that, television amounted to $91.4 million, with $70.4 million in network and $21 million in spot. In 1984 the agency totaled $87 million for television ($67 million in network, $21 million in spot). Radio came to $12.6 million in 1985, with $530,000 in network and $12.1 million in spot. In 1984, the agency posted $500,000 in network radio and $11.5 million in spot. Cable came in at $1.1 million in 1985, compared to $1 million for the previous year.

7

Dancer Fitzgerald Sample □ DFS added a substantial $126.6 million in broadcast-cable billings during 1985, bringing its total to $722.4 million. This amounted to a 19.2% jump in expenditures. The large improvement was in television, accounting for more than $100 million of the increase. Its cable billings climbed to $21.6 million from $17.7 million in 1984 and radio rose by a comfortable $10 million. New accounts and products landed during 1985 included Stauffer Chemical, Masters Brewing Co., *U.S. News and World Report*, Pacific Northwest Bell, Hewlett Packard Microwave & Communications Instrument Group, Bell & Howell, Pioneer Electronics, AlpWater USA and Thompson Consumer Products. Resigned during the past year was Ashton-Tate. Network TV and spot TV spenders included Procter & Gamble, Toyota, Guild Wine, Royal Crown Cola, Life Savers, L'egs, Republic Air, Cadbury USA, Wendy's International and American Cyanamid. Investors on netwrk and spot radio were General Mills, Toyota Dealers, Life Savers, Republic Air and Molson Brewery.

4

D'Arcy Masius Benton & Bowles □ This agency was created out of the merger of D'Arcy MacManus & Masius with Benton & Bowles and has vaulted into fourth place with broadcast-cable billings of $865 million in 1985. Separately, in 1984 B&B reported total expenditures of $339 million while D'Arcy rolled up expenditures of $574.6 million. DMB&B invested a solid $33 million in cable last year. The agency said that in 1985 it added more than $80 million in billings. New accounts were Wilson Sporting Goods, A&P, California Avocado Commission, Jeffrey Martin, ConAgra, National Dairy Promotion, Shopko Stores and Southern Stores. Resigned during the year were Anderson Clayton, Campbell Taggart, Coleman Co., Crown Zellerbach, General Tire & Rubber, Stroh Brewery and Texaco.

26

Della Femina, Travisano & Partners □ Combined broadcast-cable billings were up almost 11% ($19 million) at Della Femina last year to $196.7 million. Television billings totaled $164.7 million ($105.9 million in spot), radio billings totaled $30.2 million ($28.2 million in spot) and cable billings totaled almost $2 million. Accounts added in 1985 included Hayes Microcomputer Products Inc., Commodity Exchange Inc. (Commex), Financial Guaranty Insurance Co., Sportschannel, Ohrbach's, Polaroid Corp., Perry Ellis International and Pacific Southwest Airlines. Accounts resigned included Treesweet Products Co., Eastman Radio, First Boston, Singapore Airlines and Walt Disney Pictures.

36

W.B. Doner □ W.B. Doner was up 5.2% from 1984 when its broadcast-cable billings equaled $108.9 million, to $114.6 million in 1985. The increase was led by a gain in television billings—1984's mark of $83 million was improved to $89.8 million in 1985. Radio, however, was down from $25.9 million in 1984 to $24.4 million. Cable billings were flat at $400,000. Accounts added during the year included Sohio/Gulf, Cub Foods, Hickory Farms and the American Association of Retired Persons. Accounts resigned included American Hardware Supply.

11

Doyle Dane Bernbach □ Combined broadcast-cable billings for Doyle Dane Bernbach came to $457.6 million which was 7% higher than 1984. Television billings rose by $18.5 million to $406.1 million while radio climbed $9.4 million to $35.4 million. Also on the up side were cable expenditures, which increased $2.1 million to $16.1 million. There was more television spending in network—$239.6 million—than spot. The opposite occurred in radio, however, with more billings being posted for spot—$33.8 million—than network. Major accounts picked up during the year were Nabisco, Sea World, First Nationwide Savings, Seagrams (Crown Royal, Myer's rum, Leroux cordials, among others) and Mighty Distributors. Accounts resigned in 1985 were North American Philips, Western Airlines, Carteret Savings, Southern California Gas Co., and Straw Hat pizza.

18

William Esty Co. □ Total broadcast-cable billings for William Esty came to $309 million, down 2.8% from 1984. Of that figure, $290 million went to televison, $14 million to radio and $5 million to cable. Compared to 1984, $13 million less was spent in television while $4 million more was spent in radio and $1 million more in cable. Accounts picked up during the year include Texaco and Travelers Corp. Resigned from the company in 1985 was Seagram & Sons.

8

Foote, Cone & Belding □ During 1985 FCB added $38 million in broadcast-cable billings, a respectable 6.6% gain. TV swelled by $37 million, radio declined by $1 million and cable advanced by $2 million. New business obtained during the year included new assignments from Colgate-Palmolive, United Telecom, ConAgra (Banquet Foods), Armour Dial and Supercut. Resigned during 1985 was Atlantic Richfield. FCB's long list of broadcast spenders included Colgate-Palmolive, Frito-Lay, Mazda, Coors, Kimberly-Clark, California Raisin Advisory Board, Alaska Tourism, Pacific Telesis, Orion Pictures, First Interstate Bank, Kraft, S.C. Johnson & Son, Pearle Vision, Sara Lee, Volume Shoes and Long John Silver.

49

Geer, DuBois □ This marks the first time that Geer, DuBois has appeared in the top 50 Fifth Estate agency listing. The agency had television billings of $47.3 million and radio and cable expenditures expenditures of $5.2 millionx and $4.9 million, respectively. New to the Geer, DuBois fold in 1985 were accounts including the Netherlands Board of Tourism, Random House, St. Vincent's Hospital Center and White Rock Beverage Corp. (Moussy nonalcoholic beer). Relinquished during the year were Foster Grant sunglasses, William Grant & Son and E. F. Hutton.

44

Geers Gross Advertising □ A subsidiary of London-based Geers Gross Ltd., Geers Gross Advertising had combined broadcast-cable billings of $70 million in 1985, up 35.9% from 1984, and enough to push it for the second year into BROADCASTING's top 50. Total TV billings came to $66 million, with 32% of that in network and 68% in spot. Total radio billings added up to $3 million, all of it in network. It also billed $1 million in cable—the same as the year before. Among the major new broadcast clients Geers Gross added in 1985 were Kraft for its Frusen Gladje ice cream and Lender's Bagels brands, Cosmair for Avantage, Bioterm and Armani beauty care brands, Nintendo and Hypertek. Accounts resigned included Lehn & Fink and ESPN, the cable television service. Two Geers Gross clients participated only in spot television (Ralph Lauren and Cuisinarts) and two clients participated only in network (Warner Cosmetics and L'Oreal). Kraft and Fuji participated in both.

9

Grey Advertising □ The agency reported broadcast-cable billings in 1985 of $559.2 million, up 1.8% from 1984 levels. Cable television increased by almost $6 million, to $26.1 million. Major accounts acquired during the year included Itokin America, Amerada Hess Oil Co., U.S. Department of Treasury, Mitsubishi Motors of America, Bond Investors Guaranty, John Henry shirts, Red Lobster and Humana Inc. Resigned during the year were American Motors Corp. (Renault), Lowrey organs, Marine Bank, Computer Depot and Super Valu Stores. Among active Grey advertisers were American Motors (Renault), Amerada Hess, Arby's, Beecham, Beatrice meats, Borden's, Canada Dry Bottlers, Canon cameras and business machines, Holly Farms, Procter & Gamble, Panasonic, Swift & Co., Warner Bros. and Timex. Grey clients involved in cable were General Foods, Goodrich, STP and Holly Farms.

25

HBM/Creamer Inc. □ Broadcast-cable billings at HBM/Creamer were up almost 15% in 1985 (almost $26 million) to $197 million. Most of that came from the television billings side, where the agency reported doing $92.2 million in spot business, $87.9 million in network business and $1 million in cable billings. Radio billings totalled $15.9 million, all but a fraction of which came from the spot side. Accounts added in 1985 included Nestle Taster's Choice coffee, worth $20 million. The agency reported no accounts resigned.

31

Jordan, Case, Taylor & McGrath □ This agency reported a healthy 31.4% jump in broadcast and cable billings last year, to $159 million, representing three quarters of its total. Among the new accounts added during those 12 months were Fayva Shoes, Lehn & Fink (Chubs and Wet Ones), Procter & Gamble (Zest soap), General Electric Credit Corp. and Norcliff-Thayer (Avail). Other major accounts include Nestle, Tonka, Aetna, Progresso Foods, Selchow, Welch Foods, Block Drug, Mentholatum, Midlantic Bank, Jones Dairy, LBS and Hanes Underalls.

30

Kenyon & Eckhardt □ This New York-based subsidiary of Lorimar Inc. reported its broadcast and cable billings jumped 31% to $174 million. It no longer has the Seagram's account but added several others, including Ponderosa, Faberge and Lorimar's theatrical film division. Other major television accounts include Chrysler Corp., Ocean Spray, Holiday Inns and Massachusetts Mutual Life Insurance. Television and radio accounts include Quaker State and Prudential Bache. Cable accounts include Kawasaki.

33

Ketchum Communications □ The agency's broadcast and cable billings jumped 18.1% last year to $137.2 million, with spot radio and television billings increasing at the same time that its network billings declined. Accounts added at the Pittsburgh-based agency include Honda, Roman Meal, Crown Zellerbach, Coors, Chemical Bank, Phar-Mor and Great America. Those accounts no longer with the agency are Wallpapers To Go, Homelite, Lyons Restaurants, Coleco Industries and Hansens. Major television accounts include Heinz, the California Egg Commission and Certainteed Corp. Mixed-media accounts include Bell Atlantic, Pizza Hut, Beatrice (Hunt-Wesson) and Stuart Anderson.

42

Kornhauser & Calene □ Combined broadcast and cable billings for 1985 were up slightly from 1984's $85.8 million to $86 million. Television was $73 million for 1985, compared to $72.5 million for the previous year. Network TV was $61 million in 1985, compared to $59.5 million in1984; spot was $12 million for 1985, compared to $13 million in 1984. Radio billings were at $11 million, compared to $12 million in 1984. Major accounts for the agency were Whitehall Labs, Boyle-Midway and National Westminster Bank.

43

Laurence, Charles & Free □ New York-based Laurence, Charles & Free's total broadcast-cable billings rose 7.7% in 1985 to $70 million. Total TV billings rose 5% to $63 million, with network up 6% to $35 million and spot up 3.7% to $28 million. Cable TV contributed $1 million, flat compared to the year earlier. Radio totaled $6 million, with $2 million of that in network and $4 million in spot. Among the major new broadcast accounts Laurence, Charles & Free added were Dreyfus Corp., Beneficial Tax Management, National Distillers and Dell Lamps. Major accounts resigned included Heublain and Discount Brokerage.

50

Levine, Huntley, Schmidt & Beaver □ This agency compiled broadcast-cable billings of $53.5 million in 1985. Among the broadcast accounts landed during the past year were New York Air, which allots about $2.5 million to radio, Management Science America, which plans to spend about $2 million in television in the last half of 1986 and Tele-Plus which earmarks about $1 million to promote its business telecommunications systems. Subaru is one of its long-standing accounts active in broadcast.

29

Lowe Marschalk □ The New York-based agency reported $174.7 million in broadcast and cable billings last year, a 7.8% increase over 1984. Helping to boost last year's billings was Braun U.S.A., whose budget Lowe Marschalk no longer places, although it still has the creative account. And although Marschalk also no longer places buys for Norcliff-Thayer (Revlon), new accounts from North American Philips and Fannie Farmer Candy Shops led the increase. Other large accounts include R.J. Reynolds, for spot television, Citicorp, Olympus, Victor F. Weaver, and MONY Financial Services.

41

MCA Advertising Ltd. □ Last year saw New York-based MCA Advertising increase its broadcast-cable billings 11.3% to $89 million with television representing 91% of the total. Television billings rose 8% to $81 million, with network up 23% to $49 million, but spot down—for the second consecutive year—8.6% to $32 million. MCA Advertising reported it billed $5 million in cable in 1985, up from $3 million in 1984. Radio billings totled $3 million, all of it in spot. MCA reported losing no major accounts; it said it added four brands belonging to Stroh Brewery: White Mountain Cooler, Schlitz Malt Liquor, Konig Pilsner and Barbican non-alcholic beer. MCA Advertising also picked up Ralston-Purina's Ghostbusters cereal.

47

McCaffrey and McCall □ M&M experienced a 10% drop in its total broadcasting-cable billings for 1985 to $64 million. Total television was $51 million with $37 million of that in network and $14 million of that in spot. Radio billings totaled $10 million, with $7 million in spot. Cable billings totaled $3 million, up from $1.6 million in 1984. Broadcast-cable billings accounted for 33% of M&M's 1985 billings.

10

McCann-Erickson □ The agency emphasized that its figures are estimates only and its final figures were not available at press time. McCann's estimates show that broadcast-cable expenditures dropped by about $17 million from 1984 levels. The decline seemed to be attributable, in part, to a decrease in the broadcast share from 68% to 63.1%. McCann did not break out its cable billings for 1985 although it reported $9 million for 1984. Major accounts gained during 1985 were brands from American Home Products, Dunlop Sports Corp., First City Bancorporation of Texas, Mennen Co., National Dairy Promotion & Research Board and the *Atlantic Journal and Constitution*. Resigned during the year were the Bechtel Group, Council for Cable Information, Nabisco Brands and Pabst Brewing. Substantial broadcast spenders were T&T Communications, Century 21 Real Estate Corp., Coca-Cola USA, Exxon Co., General Motors, Miles Laboratories (Alka Seltzer), Nestle Co and Sony Corp. of America.

16

Needham Harper Worldwide □ Total broadcast billings for Needham Harper Worldwide, formerly Needham, Harper & Steers, climbed 3.1% over 1984 to $322.4 million. Of that figure, $282.9 million was directed to television ($208.8 million on network and $74.1 million on spot) and $36.2 million was spent on radio ($15.9 million on network and $20.3 million on spot). The agency also invested $3.3 million in cable TV last year.

6

Ogilvy & Mather □ Ogilvy reported that investments in television, radio and cable during 1985 rose to $820 million, sparked by new account acquisitions said to be more than $100 million. Television climbed by an estimated $70 million and radio by almost $30 million. Cable spending amounted to an estimated $14 million. Ogilvy did not spell out its account losses and aquisitions last year but is reported to have had a brisk new business year. Contributing to the agency's banner year were such strong advertisers as American Express, AT&T, Bowery Savings Bank, CPC International, Campbell Soup, Chesebrough-Pond's, General Foods, Hallmark, Hershey Foods, Lever Bros., Pepperidge Farms, Polaroid Corp., Trans World Airlines, Sears, Roebuck & Co and Avon Products.

38

Ohlmeyer Advertising □ 1985 billings for radio and TV hit $103.9 million, with more than 90% of that from network television billings. The dollar figure represented a decline from the year earlier. While the agency lost no major accounts, Nabsico, which has a business association with Ohlmeyer, redirected some of its marketing dollars. But the tie with the food products company is expected to be a major benefit this year, following the R.J. Reynolds' purchase of Nabisco, and billings could increase by more than $100 million in 1986. Major new accounts in 1985 included Trump's Castle Hotel & Casino, the New York Yankees and two accounts through corporate connections: ESPN Cable Network (Nabisco is a 20% owner) and Harry & David Bear Creek Orchards, an RJR-owned company. Nabisco sponsors a number of network television events, including the Rose Parade on CBS and NBC, the Dinah Shore Golf Tournament on NBC and the Easter Parade on CBS.

40

Rosenfeld, Sirowitz & Humphrey ☐ Combined broadcast and cable billings for Rosenfeld, Sirowitz & Humphrey fell 7.1% from 1984's $101 million to $93.8 million in 1985. Radio billings were down by almost half from $11 million to $5.6 million in 1985. Television billings were down from 1984's $90 million to $85.4 million. Within that category, spot was off sharply from 1984's $70 million figure to $57.4 million. Network was up from 1984's $20 million to $28 million. Cable billings, which were not reported last year, were $2.8 million in 1985. New accounts for the agency included Charles of the Ritz ($10 million, mostly in television), Yugo America ("projected" to spend $10 million-$20 million in spot TV and radio), and three banks which will spend $5 million-$10 million. Accounts resigned include McDonald's local co-ops in New York, Michigan and Wisconsin, which had totaled $25 million.

46

Ross Roy ☐ Detroit-based Ross Roy saw total broadcast-cable billings fall 25.1% over 1984's mark of $89 million, to $66.7 million for 1985. The agency attributed the drop-off to 1984 spending that included Olympic spendng. In particular, the K-Mart account was said o be down. Among categories, cable billings egistered 140% growth, up from $1 million in 1984 to $2.4 million in 1985. Radio also regisered an increase—of 24%—from last year's $16 million, at $19.8 million this year. Leading he increase in that catagory was a $4 million ump in network radio billings.

12

Saatchi & Saatchi Compton ☐ The agency had a banner year in 1985, adding $109 milion to its broadcast-cable expenditures. The principal benefactor was television, which posted a gain of $106 million over 1984. The ubstantial climb in billings was abetted by a ash of new accounts including American Moors' Renault division, Jeffrey Martin (Topol, Laoris), Ludens Inc., Rums of Puerto Rico, Ayerst Laboratories, NASA and the Portuguese Tourist Office. Resigned during 1985 was the *National Enquirer*. Major broadcast lients were Procter & Gamble, Johnson & ohnson, British Airways, American Motors, hompson Medical and Paine Webber. P&G was a heavy sponsor of daytime serials and rime-time specials. Cable clients included merican Motors, Krystal Co., P&G and Johnon & Johnson.

34

cali, McCabe, Sloves ☐ This agency reportd broadcast and cable billings of approximately $133 million, just over half of the New York-based agency's total, and an 8% increase over the previous year. Among the major accounts added during the year were A.H. Robins (primarily Robitussin), Chase Manhattan Bank, Bojangles of America and Equitable Life Insurance.

13

SSC&B ☐ SSC&B increased its broadcast-cable billings by nearly 16.7% over 1984 to $407.7 million. Of the total billings, television accounted for $368.9 million, radio, $33.9 million and cable, $4.9 million. Major new accounts signed by the agency during 1985 include Speedy Muffler King and Car X Service Systems, Timberland footware, New York State Department of Commerce (business development), Cherry Coke, Lever Brothers' Aim toothpaste and Impulse body spray, RCA/Columbia Pictures International Video and Johnson & Johnson's Sure and Natural. The agency also reports that Datapoint had not advertised in 1985 and that the Mennen account had moved over to its co-owned agency, McCann Erickson.

39

Tatham-Laird & Kudner ☐ Tatham-Laird & Kudner bettered its 1984 combined broadcast-cable billing performance of $94.5 million by 2.6%, hitting $97 million in 1985. The largest gain among categories came in television, with a 5% gain from 1984's $80 million, up to $84 million in 1985. Of that figure, network was up from $44 million to $45 million, and spot was up from $36 million to $39 million. Compared to 1984, when radio billings were not reported, the agency reported $12 million in billings for 1985, with $8.4 million in network, and $3.6 in spot. Cable billings fell from $4.5 million to $1 million in 1985.

2

J. Walter Thompson ☐ The agency achieved estimated domestic billings of $1,164,000,000, retaining a firm grip on second place in the broadcast-cable agency competition. During 1985 JWT increased its estimated spending by $75 million, a 6.5% gain over 1984. The extensive list of new clients acquired during the year included Lowenbrau, R.T. French, Squibb, Eckerd Drugs, Doubleday books, Royal Canadian mint and Warner Lambert. Lost during the year was H & R Block. Thompson was heavily involved in broadcast with such advertisers as Eastman Kodak, Burger King, Quaker Oats, R.T. French, Sears, Roebuck & Co., Lever Bros., Miles Laoratories, Ford Motor, Dart and Kraft, Jovan Inc. and Nabisco Brands.

23

Tracy-Locke Inc. ☐ Tracy-Locke, now a division of BBDO, had combined broadcast and cable billings in 1985 of $199.4 million, up 12.3%. Television billings totaled $157.7 million ($121 million in spot) and radio billings totaled almost $40 million ($35 million spot). Cable billings acounted for $2.5 million. Accounts added in 1985 included CompuShop Inc., Dillard Department Stores, Pepsi-Cola food service division, Princess Cruises and the *Dallas Morning News*.

48

Warwick Advertising Inc. ☐ New York-based Warwick Advertising Inc. experienced a 2.8% increase in its 1985 broadcast-cable billings to $58.9 million, with 90% of that in television. Total television billings increased 3.2% to $51.8 million, with network up 3.5% to $44.1 million, and spot up 1.3% to $7.7 million. Radio billings totaled $5.6 million, divided evenly between network and spot. Warwick reported a total of $1.5 million in cable billings. Among major broadcast clients added in 1985 were the Crafted With Pride in USA Council Inc., which spent $2.25 million during the fourth quarter in network and another $2.25 million in spot. Existing network and spot television clients included Burlington Industries, Cote/Pfizer USA, US Tobacco Co., Sterling Drugs and Benjamin Moore paints.

21

Wells, Rich, Greene ☐ Billings at the agency dropped by an estimated $18.6 million during 1985. Major accounts active in broadcast and cable last year included Liberty Mutual Insurance Co., Miles Laboratories, Purolator courier, Ralston Purina, Mobil Chemcial Co., Pan American World Airways, Max Factor & Co., New York State Department of Commerce and Savin Business Machines.

1

Young & Rubicam ☐ Y&R ran off with top honors in the broadcast-cable advertising derby among agencies with total domestic billings for 1985 of $1,514,666,000, an increase of $160.4 million over the 1984 figure. Radio achieved a comfortable gain of $16 million while the remainder of the gain came from television. Y&R reported an advance of more than $10 million in cable to $48.9 million. Abetting Y&R's growth in billings were new accounts including Walt Disney Motion Pictures, Disneyworld, Disneyland and Disney Video, American Greeting Cards, Book of the Month Club, American Home Products (Arthritis Pain Formula), Chi-Chi's restaurants, Rainier Bank, Colgate, Union Carbide (STP, Simoniz and Prestone). Accounts lost during 1985 were Frito-Lay and Tang. Y&R's extensive roster of broadcast clients included General Foods, Eastman Kodak, American Home Products, Colgate, CIT Financial Services, Lincoln-Mercury Division of Ford Motor Co., Gulf Oil, Johnson & Johnson, Richardson Inc., Time Inc., Union Carbide, Warner Lambert, Del Monte, Pabst Brewing Co., Clorox, Tupperware, International Harvester and NYNEX Business Information Systems. ■

ing was underperforming, with obvious ramifications. "Music videos with us seldom got any significant ratings and were extremely difficult to sell to advertisers and agencies. It was a new form, and there was nothing [like it] in their thinking or practice. For those combined reasons, we decided it was time to get out of the business."

Last year, CBS Records became the first music video supplier to charge for the use of music videos. It has since been followed by the Warner-Electra-Asylum (WEA) group and Polygram labels. However, most outlets—broadcasters, local cable channels, even bars—have contracts with their suppliers that include "most favored nation clauses." These clauses stipulate that if an outlet agrees to pay one supplier for the use of music videos it automatically triggers payment among its other suppliers. Thus, if a broadcaster agrees to pay one supplier it must usually pay them all.

Eckersley estimates that the combination of the CBS and WEA music video catalogues accounted for one-third of the videos the station played. Until October 1985, more than 90% of WVEU-TV's broadcast schedule was devoted to music videos. Since then, the station cut back to eight hours a day.

But Garabedian, Flynn and others warn that nobody should write the obituary on music video programing. Mitch Rowen, publisher and editor of *CVC Reports*, a music video programing newsletter, said there are about a dozen stations at present using the format, most of them LPTV stations, and that for all those switching off music videos, there are an equal number switching them on. He cited Tampa, Fla., as a market where a new LPTV station is scheduled to sign on with music videos.

Also, a VHF LPTV station in Houston on channel five has recently been put up on Satcom IV, transponder 18, and is making available music video programing to cable systems and other outlets.

Using the excuse of paying for videos as a reason to get out of the business is a bit

ABC starts fast but finishes last

NBC withstood an ABC ratings charge to capture its 13th victory during the season's 19th week, Jan. 27-Feb. 2. NBC had a 18.2 average rating and a 28 average share, according to Nielsen's National Television Index. CBS had a 16.4/25 and ABC a 15.6/24.

The NBC win came despite three strong victories on Monday, Tuesday and Wednesday for ABC. ABC's Monday win was attributable to the three-hour, 14th-ranked *American Music Awards* (20.5/30), which won each hour of the night. Its Tuesday win was due to the strong performance of its regular schedule prior to the three networks' specials at 10 o'clock (which ABC also won) on the Challenger space shuttle disaster.

And ABC won Wednesday because of a second straight strong ratings recovery by *Dynasty* (23.9/34), which has re-oriented its plot lines to feature classic character confrontations.

In the early February sweeps battle between major mini-series, national ratings showed nearly a draw. The first part of *Sins*, on CBS and starring Joan Collins, ranked 16th, while NBC's *Peter the Great* ranked 20th. In the Sunday night showdown, the three-hour first part of the CBS mini-series scored a 19.7/28, while the two-hour first part of the NBC mini-series received a 19/28. *Sins* ran second to the night's competition from 8 to 9:30, and first thereafter. *Peter the Great* was third during its first half-hour (9-9:30) and second from 9:30 to 11. ABC ran the James Bond theatrical, "Octopussy," which ranked 31st for the week.

There were two additions to the week's prime time schedules. ABC's *The Disney Sunday Night Movie*, "Help Wanted: Kids," came in 41st with a 15.7/23 at 7:16-9:16, and CBS's now-canceled *Melba* scored a 9.2/13 from 8 to 8:30 on Tuesday.

HUT levels were down 1% for the week, from a 65.7 to 65.2; combined network ratings were down 4%, from last year's 52.5 to 50.4, and combined network shares were down 1%, from 77.8 to 77.1.

■ NBC took second place from 8 to 9 on Monday with the first hour of *NBC Monday Night at the Movies*, "A Masterpiece of Murder," (17.8/25). From 9 to 11, the CBS regular schedule—*Kate and Allie* (18.4/25), *Newhart* (18/5.27) and the 19th-ranked *Cagney and Lacey* (19.1/31)—ran second. NBC's *American Almanac* had a 10.1/16 from 10 to 11.

■ ABC's strong Tuesday was a result of the eighth-ranked *Who's the Boss* (23.6/34), the ninth-ranked *Growing Pains* (23.2/33) and the 21st-ranked *Moonlighting* (19.0/28). At 10, with all three networks running specials on the shuttle, ABC scored a 16.3/27, to NBC's 13.3/22 and CBS's 10.8/18.

■ From 8 to 9 on Wednesday, NBC's seventh-ranked *Highway to Heaven* (23.8/34) gave that network an 18.7/28 for the night, behind ABC's 19.6/29. CBS's Wednesday schedule delivered a 13/20.

■ NBC swept Thursday as usual, led by the first of the week's two performances by *The Cosby Show* (36/51). On ABC from 9 to 10, *Dynasty II: The Colbys* had a season-high 16.8/27, but placed third in its time period.

■ CBS chalked up another Friday victory on the strength of the 13th-ranked *Dallas* (20.9/33). ABC took 8 to 9 with *Webster* (17.9/30) and *Mr. Belvedere* (16.5/27), while NBC won from 10 to 11 with the 11th-ranked *Miami Vice* (21.4/36).

■ NBC's Saturday comedy block delivered that night for the network once again, in a win that featured the 10th-ranked *Golden Girls* (22.8/37) and the 15th-ranked *227* (20.4/33).

■ Aside from mini-series action on Sunday a special performance of *The Cosby Show*, with Danny Kaye, scored a 27.6/40 from 8 to 8:30, ranking third for the week. From 8:30 to 9, *Amazing Stories* had a 17th-ranked 19.8/28. On CBS from 7 to 8, *60 Minutes* scored a 23.8/37, to rank fifth. The runover from the Pro Bowl on ABC gave that network a 16.3/27 lead-in from 7 to 7:16.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.0/51
2.	Family Ties	NBC	[illegible]
3.	The Cosby Show Sp.	NBC	27.6/40
4.	Dynasty	ABC	23.9/34
5.	60 Minutes	CBS	23.8/37
6.	Cheers	NBC	[illegible]
7.	Highway to Heaven	NBC	23.8/34
8.	Who's the Boss	ABC	23.6/34
9.	Growing Pains	ABC	23.2/33
10.	Golden Girls	NBC	22.8/37
11.	Miami Vice	NBC	21.4/36
12.	Night Court	NBC	[illegible]
13.	Dallas	CBS	20.9/33
14.	American Music Awards	ABC	20.5/30
15.	227	NBC	20.4/33
16.	Sins, pt. 1	CBS	19.7/28
17.	Amazing Stories	NBC	19.8/28
18.	Knots Landing	CBS	[illegible]
19.	Cagney & Lacey	CBS	19.1/31
20.	Peter the Great, pt. 1	NBC	19.0/28
21.	Moonlighting	ABC	19.0/28
22.	Facts of Life	NBC	[illegible]
23.	Hotel	ABC	[illegible]
24.	Newhart	CBS	18.5/27
25.	Kate & Allie	CBS	18.4/25
26.	[illegible]	[illegible]	[illegible]
27.	Webster	ABC	17.9/30
28.	Masterpiece of Murder	NBC	17.8/25
29.	Simon & Simon	CBS	[illegible]
30.	[illegible]	[illegible]	[illegible]
31.	[illegible]	[illegible]	[illegible]
32.	[illegible]	[illegible]	[illegible]
33.	Dynasty II: The Colbys	ABC	16.8/27
34.	[illegible]	[illegible]	[illegible]
35.	Hardcastle & McCormick	ABC	[illegible]
36.	Gimme a Break	NBC	[illegible]
37.	Pro Bowl, 7-7:16 p.m.	ABC	16.3/27
38.	Mr. Belvedere	ABC	16.5/27
39.	Blacke's Magic	NBC	[illegible]
40.	MacGyver	ABC	[illegible]
41.	*Disney Sunday Movie	ABC	15.7/23
42.	Remington Steele	NBC	[illegible]
43.	Hill Street Blues	NBC	[illegible]
44.	[illegible]	CBS	[illegible]
45.	Magnum, P.I.	CBS	[illegible]
46.	Knight Rider	NBC	14.8/24
47.	Riptide	NBC	14.2/25
48.	Crazy Like a Fox	CBS	14.3/20
49.	Mary	CBS	[illegible]
50.	Airwolf	CBS	13.4/23
51.	[illegible]	CBS	[illegible]
52.	Twilight Zone	CBS	12.8/21
53.	Silver Spoons	NBC	12.2/19
54.	Misfits of Science	NBC	[illegible]
55.	Equalizer	CBS	[illegible]
56.	Diff'rent Strokes	ABC	11.8/19
57.	Love Boat	ABC	[illegible]
58.	Trapper John, M.D.	CBS	11.3/17
59.	American Almanac	NBC	10.1/16
60.	He's the Mayor	ABC	9.8/16
61.	Punky Brewster	NBC	9.8/15
62.	*Melba	CBS	9.2/13
63.	Redd Foxx Show	ABC	9.0/16
64.	Charlie & Company	CBS	8.2/12
65.	Ripley's Believe It or Not	ABC	7.9/11
66.	Benson	ABC	7.7/13
67.	Fall Guy	ABC	7.4/12
68.	[illegible]	ABC	[illegible]

*[illegible]

■ WKQI (92.7 mhz) Catlettsburg, Ky.—Granted app. to change SL to 1301 Morningside Drive, Ashland, Ky. Action Jan. 7.

■ WBCN (104.1 mhz) Boston—Dismissed app. to change ERP to 22.5 kw. Action Jan. 22.

■ WMJX (106.7 mhz) Boston—Granted app. to change ERP to 24.5 kw, change HAAT to 719 ft., and change TL. Action Jan. 28.

■ WKLJ (107.1 mhz) Oxford, Mass.—Granted app. to change HAAT to 319 ft. Action Jan. 27.

■ *WBRS (91.7 mhz) Waltham, Mass.—Granted app. to make changes in ant. sys. Action Jan. 24.

■ KINE (96.1 mhz) Crookston, Neb.—Granted app. to change ERP 100 kw and change HAAT to 1,006 ft. Action Jan. 28.

■ KLUC (98.5 mhz) Las Vegas—Granted app. to change SL to 3510 West Hacienda St., Las Vegas. Action Jan. [illegible]

■ WPST (97.5 mhz) Trenton, N.J.—Dismissed app. to change ERP to 50 kw and change HAAT to 429.68 ft. Action Jan. 23.

■ KPCL (100.9 mhz) Eunice, N.M.—Dismissed app. to change ERP to 1.7 kw and change HAAT to 389 ft. Action Jan. 23.

■ WKSF (99.9 mhz) Asheville, N.C.—Granted app. to install aux. sys. Action Jan. 21.

■ *WDPR (89.5 mhz) Dayton, Ohio—Granted app. to change SL to 1514 West Dorothy Lane, Kettering, Ohio. Action Jan. 17.

■ WHOT-FM (101.2 mhz) Youngstown, Ohio—Dismissed app. to operate formerly authorized facilities for aux. purposes. Action Jan. 23.

■ KWDQ (102.3 mhz) Woodward, Okla.—Granted app. to change HAAT to 355 ft. Action Jan. 27.

■ KWVR-FM (92.1 mhz) Enterprise, Ore.—Returned app. to change HAAT to minus 626 ft. Action Jan. 23.

■ WNRI (106.3 mhz) Woonsocket, R.I.—Granted app. to change TL, change ERP to 2.47 kw, and change HAAT to 360.8 ft. Action Jan. 28.

■ WIFX-FM (95.9 mhz) Aiken, S.C.—Granted app. to change TL and change HAAT to 314 ft. Action Jan. 23.

■ KTFA (92.1 mhz) Groves, Tex.—Dismissed app. to change TL, change ERP to 2.8 kw, and change HAAT to 306 ft. Action Jan. 23.

■ KLTG (100.5 mhz) Lampasas, Tex.—Returned app. to change TL and change HAAT to 1,000 ft. Action Jan. 23.

■ KQXT-FM (101.9 mhz) San Antonio, Tex.—Granted app. to install second aux. sys. Action Jan. 21.

■ KNCN (101.3 mhz) Sinton, Tex.—Dismissed app. to change TL, change ERP to 97 kw, and change HAAT to 1,000.79 ft. Action Jan. 23.

■ KCPX-FM (98.7 mhz) Salt Lake City—Granted app. to move SL. Action Jan. 7.

TV's

■ WMCC (ch. 23) Marion, Ind.—Granted app. to change ERP to vis. 5,000, aur. 500 kw, change HAAT to 1,082 ft., change ant., and change TL. Action Jan. 17.

■ WLCN (ch. 19) Madisonville, Ky.—Dismissed app. to make aux. site main site. Action Jan. 22.

■ KPLC-TV (ch. 7) Lake Charles, La.—Dismissed app. to change HAAT to 1,999.49 ft. and change TL. Action Jan. 29.

■ WCIV (ch. 4) Charleston, S.C.—Granted app. to change HAAT to 1,958.16 ft. and change TL. Action Jan. 21.

■ KTGC (ch. 21) Nederland, Tex.—Granted app. to change ERP to vis. 2,793 kw, aur. 605 kw, change HAAT to 1,184 ft., and change TL. Action Jan. 21.

In Contest

Review board made following decisions:

■ Augusta, Ga. (Independent Masters Ltd. and Augusta 54 Broadcasting Co.) TV proceeding. Scheduled oral argument for Feb. 21 on exceptions to initial decision of ALJ Edward Luton granting app. of Augusta 54 Broadcasting Co. for new TV station at Augusta, denying competing app. of Independent Masters. Each party has 20 minutes for argument. Independent Masters may reserve part of its time for rebuttal. By letter, Jan. 23.

■ Midland, Tex. (Hugh M. McBeath and Responsive Chord Communications Ltd.) FM proceeding. Upheld initial decision of ALJ James F. Tierney granting app. of Responsive Chord for new FM station at Midland and denied competing app. of Hugh M. McBeath. By decision, Jan. 23.

ALJ Joseph Chachkin made following decisions:

■ Reno (Washoe Shoshone Broadcasting, et al.) TV proceeding. Granted notice of withdrawal filed by Reno Family Television Ltd. and dismissed its app. with prejudice. By order, Jan. 23.

■ Reno (Arthur Winfield Saunders Jr., et al.) FM proceeding. Granted motion for summary decision filed by Reno Broadcasters Inc. and resolved air hazard issue in its favor. By order, Jan. 23.

ALJ John M. Frysiak made following decision:

■ Dardanelle, Ark. (James M. Cope, et al.) AM proceeding. Granted motions filed by James M. Cope and Ark Valley Broadcasters and dismissed their apps. with prejudice; granted app. of Brenda J. Miller for new AM station at Dardanelle, and terminated proceeding. By MO&O, Jan. 23.

[illegible] made following decision:

■ Oklahoma City (Kilgore Broadcasting and Richard Mendoza) TV proceeding. Granted motion for summary decision filed by Mendoza and resolved air hazard issue in his favor; granted joint request for settlement agreement and dismissed app. of Kilgore with prejudice; granted app. of Mendoza for new TV station at Oklahoma City, and terminated proceeding. By order, Jan. 23.

[illegible] made following decisions:

■ Jonesboro, Ark. (Hatcher Broadcasting Corp., et al.) TV proceeding. By separate orders, granted motion filed by LL COM and dismissed app. of Susan Gardner Kelly with prejudice; granted motion filed by Madrid Communications and dismissed its app. with prejudice. By orders, Jan. 29.

■ Canton, Tex. (TRH Inc., et al.) TV proceeding. By notice of withdrawal from TRH Broadcasting Systems Inc., its app. is dismissed with prejudice. By order, Jan. 29.

[illegible] made following decision:

■ Cornwall, Pa. (Lancaster Radio Paging Inc.) PLMS proceeding. Granted motion for expedited grant filed by Lancaster and granted its app. to establish necessary facilities at Cornwall and terminated proceeding. Jan. 27.

[illegible] made following decision:

■ Novato, Calif. (Marinbase Cross Partnership, et al.) TV proceeding. Granted motion for summary decision filed by North Bay Broadcasting and resolved cross interest issue in its favor. By MO&O, Jan. 27.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	[illegible]	[illegible]	[illegible]
Commercial FM	[illegible]	[illegible]	[illegible]
Educational FM	[illegible]	[illegible]	[illegible]
Total Radio	[illegible]	[illegible]	[illegible]
FM translators	[illegible]	[illegible]	[illegible]
Commercial VHF TV	[illegible]	[illegible]	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	[illegible]	[illegible]	[illegible]
Educational UHF TV	[illegible]	[illegible]	[illegible]
Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	[illegible]	[illegible]	[illegible]
UHF translators	[illegible]	[illegible]	[illegible]
ITFS	[illegible]	[illegible]	[illegible]
Low-power auxiliary	[illegible]	[illegible]	[illegible]
TV auxiliary	[illegible]	[illegible]	[illegible]
UHF translator/boosters	6	[illegible]	6
Experimental TV	[illegible]	[illegible]	[illegible]
Remote pickup	[illegible]	[illegible]	[illegible]
Aural STL & intercity relay	[illegible]	[illegible]	[illegible]

* Includes off-air licenses

Call Letters

Applications

Call	Sought by
	New FM's
[illegible]	[illegible] WTNY, New York
[illegible]	Mount Vernon Nazarene College, Mount Vernon, Ohio
	Existing FM's
[illegible]	[illegible] Southern [illegible] Corp., Hutchinson, Kan.
[illegible]	[illegible]
	Existing TV's
[illegible]	[illegible]
[illegible]	[illegible]

Grants

[illegible]	[illegible]
	New FM's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
	New TV's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
	Existing AM's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
	Existing FM's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
	Existing TV
[illegible]	[illegible]

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 17

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COMING SOON

MCA TV

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55th Year 1986

Curiouser and curiouser at the FCC

Digital video dilemma

Vol. 110 No. 7

Broadcasting Feb 17

NRBA to vote on merger this week
Outlet sues King World
Coverage from SMPTE

AT THE FCC □ Speculation on the makeup of the FCC in 1986. PAGE 27.

VOTING TALLY □ NRBA board appears likely to vote in favor of unification agreement with NAB. PAGE 28.

MULLING IT OVER □ NBC News continues [illegible] thinking about [illegible] for overnight news. PAGE 31.

AUDIT COMPETITOR □ Nielsen [illegible] Broadcast Advertisers Reports [illegible] business next year. PAGE 33.

SMPTE REVIEW □ Ampex Corp.'s [illegible] machine, digital videotape [illegible] film and [illegible] topics at Society of Motion Picture and Television Engineers conference. PAGE 36.

ENTERTAINMENT MOVES □ Producers of *Entertainment Tonight* to put more emphasis on general news [illegible] slump. PAGE 46.

CBS VICTORY □ [illegible] network win week's ratings [illegible] in February sweeps. PAGE 53.

RIGHTS DILEMMA □ Early start time by New York Yankees giving rights holder [illegible] some problems. PAGE 54.

COVERAGE DEFENSE □ NBC News President Larry Grossman defends hostage coverage at international symposium on media and terrorism. PAGE 57.

ADDING UP □ Radio Mart expands its AM programing service to 17½ hours daily. PAGE 59.

GELLER STUDY □ Never-released study by Henry Geller for State Department on U.S. position toward Comsat suggests possibility of [illegible]. PAGE 60.

SALES PRE-EMPTION □ CBS begins selling Saturday-morning schedule early this year in effort to head off dollars going to syndicated animation. PAGE 68.

GROUP THINK □ FCC hears problems of minorities [illegible] advertising [illegible]. PAGE 68.

FREE ADVICE □ Professor at Stanford University [illegible] five steps to improve [illegible]. PAGE 70.

MINORITY CONFERENCE □ Dwight Ellis tells NAB minority conference [illegible] shifts toward [illegible] discusses ways to get more [illegible] into the hands of minorities. PAGE 72.

EARNINGS DROP □ CBS Broadcast Group reports fourth quarter and full-year results. PAGE 73.

ROUND ONE □ Former J. Walter Thompson employee [illegible] in her suit against agency. PAGE 74.

TV'S QUALITY MAN □ Producer Herbert Brodkin has [illegible] controversy in a 36-year career. PAGE 95.

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"Sins" wins for CBS; NBC leads sweeps

On the strength of the miniseries *Sins*, CBS took its fifth victory of the season during the week of Feb. [illegible]. CBS [illegible] with an 18.[illegible] average rating and a 28 average share. NBC had a [illegible] and ABC [illegible].

But *Sins* [illegible] of the February sweeps where NBC remains ahead. [illegible]

[illegible] *Peter the Great* [illegible]

[illegible] for the sweeps [illegible] *CBS Sunday Night Movie* [illegible]

[illegible] Friday and Sunday [illegible]

[illegible] ratings [illegible] from 8:30 to 9 [illegible]

- [illegible] *Kate and Allie* [illegible] opposite [illegible] *Peter the Great* [illegible]
- [illegible] *Sins* [illegible] *Peter the Great* [illegible] rating points [illegible]
- *Highway to Heaven* [illegible]
- [illegible]
- [illegible] *Dallas* [illegible]
- [illegible]
- *The NBC Sunday Night Movie* [illegible] *The Disney Sunday Movie* [illegible] *NBC Sunday Night Movie* [illegible]

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WDVM	Hour Mag	8.1	21
WTTG	He-Man	6.4	16
WRC	Hart-Hart	6.2	16
WDCA	Gobots	3.6	9

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changes in ant. sys. App. Feb. 7.

- WNDB (1150 khz) Daytona Beach, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Feb. 5.
- WGGG (1230 khz) Gainesville, Fla.—Seeks MP to change TL. App. Feb. 7.
- WBYG (930 khz) Sandwich, Ill.—Seeks mod. of CP to operate transmitter by remote control. App. Feb. 6.
- WJTX (1580 khz) Urbana, Ill.—Seeks mod. of lic. to move SL to 822 Pioneer St., Champaign, Ill. App. Feb. 5.
- KBUF (1030 khz) Holcomb, Kan.—Seeks MP to augment nighttime directional pattern. App. Feb. 5.
- WSGH (1040 khz) Lewisville, N.C.—Seeks MP to make changes in ant. sys. App. Feb. 5.
- WBZN (1030 khz) Wake Forest, N.C.—Seeks MP to make changes in ant. sys. App. Feb. 5.
- WIVV (1370 khz) Vieques, P.R.—Seeks CP to make changes in ant. sys. App. Feb. 5.
- WCHV (1260 khz) Charlottesville, Va.—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 6.

FM's

Tendered

- WHUH (97.7 mhz) Houghton, Mich.—Seeks CP to change freq. to 96.3; change TL, change ERP to 100 kw, change HAAT to 984 ft., and make changes in ant. sys. App. Feb. 7.
- *WRDV (88.3 mhz) Warminster, Pa.—Seeks CP to reduce horizontal ERP to .155 kw and increase vertical ERP to 2 kw. App. Feb. 10.

Accepted

- KDUC (94.3 mhz) Barstow, Calif.—Seeks CP to change ERP to .56 kw and change HAAT to 745.22 ft. App. Feb. 5.
- KCFM (98.9 mhz) Chester, Calif.—Seeks mod. of CP to change TL, change ERP to 25.2 kw, and change HAAT to 2,555.12 ft. App. Feb. 6.
- KBZT (97.1 mhz) Los Angeles—Seeks CP to change TL, change ERP to 20.9 kw, change HAAT to 3,000.54 ft., and change to DA. App. Feb. 10.
- WEZY-FM (99.3 mhz) Cocoa, Fla.—Seeks CP to change TL, change ERP to 1.21 kw, and change HAAT to 498.56 ft. App. Feb. 5.
- WZDM (92.1 mhz) Vincennes, Ind.—Seeks mod. of CP to change TL, change ERP to 2.029 kw, and change HAAT to 400 ft. App. Feb. 5.
- KICT (95.1 mhz) Wichita, Kan.—Seeks CP to change HAAT to 1,026 ft. App. Feb. 6.
- *WMMT (88.7 mhz) Whitesburg, Ky.—Seeks mod. of CP to correct tower and change overall height. App. Feb. 7.
- WPOR-FM (101.9 mhz) Portland, Me.—Seeks CP to install aux. sys. App. Feb. 7.
- KZLT-FM (104.3 mhz) East Grand Forks, Minn.—Seeks mod. of CP to change TL and change HAAT to 443.78 ft. App. Feb. 5.
- WTGY (94.3 mhz) Charleston, Miss.—Seeks CP to change TL and change HAAT to 328 ft. App. Feb. 5.
- WKNZ (101.7 mhz) Collins, Miss.—Seeks CP to change ERP to 1.4 kw and change HAAT to 445 ft. App. Feb. 7.
- WFTA (101.7 mhz) Fulton, Miss.—Seeks CP to change ERP to 1.35 kw and change HAAT to 480 ft. App. Feb. 6.
- WMVB-FM (97.3 mhz) Millville, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 205 ft. App. Feb. 7.
- WDEB-FM (103.9 mhz) Jamestown, Tenn.—Seeks CP to change ERP to 1.6 kw. App. Feb. 5.
- WRJT (107.1 mhz) Monterey, Tenn.—Seeks mod. of CP to change TL, change ERP to 1.25 kw, and change HAAT to 486 ft. App. Feb. 6.
- WBFL (107.1 mhz) Bellows Falls, Vt.—Seeks CP to change ERP to 1.15 kw. App. Feb. 7.

TV's

Accepted

- *KOZJ (ch. 26) Joplin, Mo.—Seeks MP to change ERP to vis. 51.4 kw and change HAAT to 933 ft. App. Feb. 10.
- WNYC-TV (ch. 31) New York—Seeks MP to change ERP to vis. 2,800 kw, aur. 280 kw. App. Feb. 5.
- WTRA (ch. 16) Mayaguez, P.R.—Seeks MP to change ERP to vis. 219 kw, aur. 22 kw, change HAAT to 1,137 ft.; replace ant., and change TL. App. Feb. 5.
- WSMV-TV (ch. 4) Nashville, Tenn.—Seeks CP to install ant. and change HAAT to 1,423.52 ft. App. Feb. 10.
- *KHBU (ch. 14) Houston—Seeks MP to change ERP to vis. 4,457 kw and change HAAT to 1,436.64 ft. App. Feb. 7.

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Summary of broadcasting
as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 24

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THE TWIN CITIES
#1 STATION
IN EVERY MAJOR
DAYPART* & DEMO**!

*MON-FRI, 6A-7P (AVG. RTG.)

**ADULTS 18-34, 18-44, 18-49, 18-54, 25-34, 25-44, 25-49, 25-54

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SOURCE: Arbitron, Fall 1985 ***Arbitron 12+ METRO SHARES 6A-12M, MON-SUN, 1979-1985

55th Year 1986

Cable makes an offer on must carry ◇ MCA buys WOR-TV ◇ A's decision

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Vol. 110 No. 8

Broadcasting Feb 24

MCA buys WOR-TV New York
NRBA approves merger with NAB
Pickup in network advertising

PICKING UP □ Network advertising is beginning to improve after down 1985. **PAGE 35.**

MERGER APPROVAL □ National Radio Broadcasters Association board agrees to merge with National Association of Broadcasters. **PAGE 35.**

OVERNIGHT OVERNIGHT's □ Nielsen announces that overnight ratings will be available the next afternoon for the previous night's programing. **PAGE 36.**

SHUTTER OPENING □ Key Senators agree on package for television and radio coverage of upper chamber on test basis. **PAGE 38.**

TO THE HILL □ White House nomination of Alfred Sikes to head National Telecommunications and Information Administration sent to Senate Commerce Committee. **PAGE 38.**

MUSIC LICENSING □ Federal magistrate mediating ASCAP-radio industry dispute orders nearly one-quarter of All-Industry Radio Music License Committee member stations to reveal financial statements and sales contracts to the court. **PAGE 39.**

NEW VOLLEY'S □ Two sides on must-carry issue exchange proposals; FCC reply comment deadline extended to March 4. **PAGE 40.**

NEW FIGHT □ Dominant theme of home satellite industry convention is effect scrambling is having on industry. **PAGE 40.**

THE WINNER IS... □ MCA buys GenCorp's WOR-TV New York for $387 million. **PAGE 41.**

BACK AGAIN □ CBS to bring back news magazine show *West 57th* in April after the prime time ratings season ends. **PAGE 44**

ROLLING ALONG □ Strong Thursday numbers from its regular lineup help NBC to another weekly win. **PGE 46.**

MUSICAL STEREO □ Some CBS O&O's and CBS affiliates will carry tomorrow night's Grammy awards in stereo. **PAGE 54.**

FROM THE GROUND UP □ Lorenzo Milam, one of the industry's pioneering community broadcasters who has built his share of radio stations, is bowing out of radio after 20 years. **PAGE 57.**

COMING TO TOWN □ Some 200 state broadcasters converge on Washington for annual lobbying rounds on Capitol Hill. **PAGE 60.**

REARRANGED □ FCC reorganizes its Office of Science and Technology. **PAGE 66.**

ON FILE □ PanAmSat wants to share orbital satellite slot with another company but that request runs into objections in filings with the FCC. **PAGE 66.**

RADIO ROAD □ NBC Radio President Randy Bongarten has capitalized on his management experience in the aural medium to become the youngest head of the oldest radio network. **PAGE 95.**

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top ranking, is the most profitable show on CBS, pulling in an estimated $50 million annually from advertising and making CBS the only network of the three to operate a news division that shows a profit.

Whether *West 57th* will join the ranks of *60 Minutes*—which took several years to build its popularity—or go the way of *American Parade* or *Crossroads*—two other weekly news magazines that had limited runs a couple seasons ago—remains to be seen. Van Gordon Sauter, president of CBS News and executive vice president of the CBS Broadcast Group, said *West 57th* "has evolved in an orderly fashion which has resulted in a clearer concept of what we want to see on the air." That concept, he said, is "very contemporary in use of video, eclectic in story selection and touches popular culture in a way not seen on other regular news broadcasts."

As the 13 episodes progress and the ratings begin to come in, "at some point there will be an evaluation made as to where we should go from there," Sauter said. ☐

Family fare. [illegible]

NBC's best Thursday gives it another weekly win

Powered by its best Thursday performance ever (according to NBC research), NBC took its 14th prime time ratings victory during the week of Feb. 10-16, according to Nielsen National Television Index. It scored an 18.2 rating and a 27 share, outdistancing CBS (17.6/26) and ABC (15.5/23). By the end of the ratings week, NBC had an [illegible] in Nielsen ratings for the February sweeps, CBS had a 17.8/27 and ABC a 14.5/22.

The big Thursday numbers for NBC were the result of a two-hour *Family Ties* special, which ranked second among all programs of the week with a 30.4/42, and the best ratings for *Hill Street Blues* since Feb. 9, 1984. In the heavily promoted episode of the series, Capt. Frank Furillo (Daniel Travanti) was shot but not killed. *The Cosby Show*, which ranked first again, scored a 35.2/50.

NBC also won Friday, a night CBS usually claims on the strength of *Dallas*. That show ranked 12th for the week with a [illegible]. NBC's schedule benefitted from the performance of *[illegible] Valentine's Day*, which won from 8 to 9 scoring a [illegible]. From 10 to 11, *Miami Vice* ranked ninth with a 21.8/36.

In other ratings during the week, theatricals scored strongly on all three networks. Leading the way was *The ABC Sunday Night Movie*, "Mr. Mom," which ranked seventh and won its 9 to 11 time period with a [illegible]. The numbers were unusual given the amount of pay and videocassette exposure the movie has had. *The NBC Monday Night Movie*, "Officer and Gentleman," ranked 16th and scored [illegible] for its two hours, just behind the regular CBS Monday schedule. But a *CBS Special Movie Presentation* of "The Wizard of Oz" (18.4/29) on Saturday from 8 to 10 was "held to its lowest rating and share ever by NBC's 8-to-10 comedy block," according to Gerry Jaffe, vice president, research projects, NBC.

HUT levels for the week were up [illegible] from last year's 64.9 to [illegible] this year. The three-network ratings were up [illegible] from last year's 49.7 to [illegible] this year, while share levels were up [illegible] from last year's 76.9 to [illegible] this year.

- CBS's winning Monday schedule combined for a 19.8/29, edging NBC, which scored a 19.3/28. CBS won from 8 to 10 with its regular schedule, and NBC won 10 to 11 with the second hour of "Officer and Gentleman."
- ABC preempted *Growing Pains* from its Tuesday schedule due to a presidential press conference. *Who's the Boss* (20.8/30) and *Moonlighting* (19.7/29) ranked 13th and 19th, respectively. With *Spenser: For Hire*, ABC's schedule combined for a 17.6/27, ranking first. The CBS schedule followed with a 15.8/25.
- ABC won Wednesday with a 19.2/30, compared to NBC's 18.2/27 and CBS's 11.7/18. NBC won from 8 to 9 with *Highway to Heaven* (22/32), while ABC won from 9 to 11 with *Dynasty* (22.5/33) and *Hotel* (20.1/33).
- NBC took the first two hours on Thursday, with *Knot's Landing* ([illegible]), which ranked 15th, topping the 20th-ranked *Hill Street Blues* from 10 to 11. ABC's *Dynasty II: The Colbys* (15.5/22) ranked third during its first half hour and second during its second half hour from 9 to 10.
- NBC edged CBS on Friday, leaving ABC in third, which fared poorly with the theatrical "Best Friends" (9.4/15).
- Although "The Wizard of Oz" on CBS beat *Gimme a Break* ([illegible]) and *Facts of Life* ([illegible]) on NBC from 8 to 9 on Saturday, the 10th-ranked *Golden Girls* ([illegible]) and *227* (19.5/30) on NBC won from 9 to 10. *Fortune Dane*, the pilot for a possible series starring Carl Weathers, got a 10.5/16 in its 9 to 10 time period on CBS.
- CBS still won on Sunday, despite the strong performance of "Mr. Mom" on ABC. *The Disney Sunday Movie* (15.1/23), a double presentation of two one-hour stories on ABC, was second during its first hour (behind *60 Minutes*), third from 8 to 8:30 (behind *Amazing Stories*) and second once again from 8:30 to 9. "Thompson's Last Run," on the *CBS Sunday Night Movie* ([illegible]), was second from 9 to 11.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	35.2/50	24.	[illegible]	NBC	[illegible]	46.	Matt Houston	ABC	[illegible]
2.	Family Ties	NBC	30.4/42	25.	[illegible]	NBC	[illegible]	47.	Hunter	NBC	[illegible]
3.	Murder, She Wrote	CBS	[illegible]	26.	[illegible]	[illegible]	[illegible]	48.	Love Boat	ABC	[illegible]
4.	60 Minutes	CBS	[illegible]	27.	Thompson's Last Run	CBS	[illegible]	49.	Alfred Hitchcock Presents	NBC	[illegible]
5.	Cheers	NBC	[illegible]	28.	[illegible]	NBC	[illegible]	50.	[illegible]	NBC	[illegible]
6.	Dynasty	ABC	22.5/33	29.	[illegible]	CBS	[illegible]	51.	Spenser: For Hire	ABC	[illegible]
7.	Mr. Mom	ABC	[illegible]	30.	St. Elsewhere	NBC	[illegible]	52.	Airwolf	CBS	[illegible]
8.	Highway to Heaven	NBC	[illegible]	31.	A-Team	NBC	[illegible]	53.	Remington Steele	NBC	[illegible]
9.	Miami Vice	NBC	21.8/36	32.	[illegible]	ABC	[illegible]	54.	Mary	CBS	[illegible]
10.	Golden Girls	NBC	[illegible]	33.	Amazing Stories	NBC	[illegible]	55.	Twilight Zone	CBS	[illegible]
11.	Kate & Allie	CBS	[illegible]	34.	[illegible]	ABC	[illegible]	56.	Equalizer	CBS	[illegible]
12.	Dallas	CBS	[illegible]	35.	Webster	ABC	[illegible]	57.	Foley Square	CBS	[illegible]
13.	Who's the Boss	ABC	20.8/30	36.	[illegible]	ABC	[illegible]	58.	[illegible]	CBS	[illegible]
14.	Newhart	CBS	[illegible]	37.	Silver Spoons	NBC	[illegible]	59.	[illegible]	CBS	[illegible]
15.	Knots Landing	CBS	[illegible]	38.	Mr. Belvedere	ABC	[illegible]	60.	[illegible]	NBC	[illegible]
16.	Officer and Gentleman	NBC	[illegible]	39.	Simon & Simon	CBS	[illegible]	61.	Redd Foxx Show	ABC	[illegible]
17.	Hotel	ABC	[illegible]	40.	[illegible]	NBC	[illegible]	62.	*[illegible]	ABC	[illegible]
18.	Cagney & Lacey	CBS	[illegible]	41.	Dynasty II: The Colbys	ABC	15.5/22	63.	Punky Brewster	NBC	[illegible]
19.	Moonlighting	ABC	19.7/29	42.	Hardcastle & McCormick	ABC	[illegible]	64.	Benson	ABC	[illegible]
20.	Hill Street Blues	NBC	[illegible]	43.	Magnum, P.I.	CBS	[illegible]	65.	Best Friends	ABC	9.4/15
21.	227	NBC	19.5/30	44.	Disney Sunday Movie	ABC	15.1/23	66.	Ripley's Believe It or Not	ABC	[illegible]
22.	Wizard of Oz	CBS	18.4/29	45.	Last Days of Frank & Jesse James	NBC	[illegible]				
23.	Scarecrow & Mrs. King	CBS	[illegible]								

*indicates premiere episode

■ WCMQ-FM (92.1 mhz) Hialeah, Fla.—Granted app. to change ERP to 41 kw, change freq. to 92.3, and change HAAT to 282.08 ft. Action Jan. 24.

■ WIVY-FM (102.9 mhz) Jacksonville, Fla.—Granted app. to change HAAT to 985.7 ft. Action Feb. 10.

■ WMXJ (102.7 mhz) Pompano, Fla.—Granted app. to change TL, change HAAT to 1,006.96 ft., install DA. Action Jan. 24.

■ *WBVM (90.5 mhz) Tampa, Fla.—Granted app. to make changes in ant. sys. Action Feb. 6.

■ KHHH (98.5 mhz) Honolulu—Dismissed app. to change TL. Action Feb. 6.

■ WSCH (99.3 mhz) Aurora, Ind.—Granted app. to change ERP to 1.15 kw and change HAAT to 524.8 ft. Action Feb. 10.

■ WOVR-FM (103.1 mhz) Versailles, Ind.—Granted app. to change HAAT to 328 ft. and increase tower height to 298.48 ft. Action Feb. 10.

■ WVEZ (106.9 mhz) Louisville—Granted app. to install new transmission sys. Action Feb. 10.

■ *WMUC-FM (88.1 mhz) College Park, Md.—Dismissed app. to change freq. to 87.9 mhz. Action Feb. 6.

■ WFNX (101.7 mhz) Lynn, Mass.—Granted app. to change TL and change HAAT to 328 ft. Action Feb. 6.

■ WPNH-FM (100.1 mhz) Plymouth, N.H.—Dismissed app. to change ERP to 2.33 kw and change HAAT to [illegible] ft. Action Feb. 6.

■ WMYK (93.7 mhz) Elizabeth City, N.C.—Granted app. to change TL, change HAAT to 1,470 ft. and make changes in ant. sys. Action Feb. 10.

■ WZYC-FM (103.3 mhz) Newport, N.C.—Granted app. to change TL and change HAAT to 590 ft. Action Feb. 11.

■ WSEC (103.7 mhz) Williamston, N.C.—Granted app. to change ERP to 100 kw. Action Feb. 10.

■ WDEQ-FM (103.3 mhz) De Graff, Ohio—Granted app. to change HAAT to [illegible] ft. Action Feb. 10.

■ *WMHS (89.9 mhz) Miamisburg, Ohio—Returned app. to change freq. to 90.9 mhz. Action Feb. 6.

■ WMVO-FM (93.7 mhz) Mount Vernon, Ohio—Dismissed app. to change TL, change ERP to 28 kw and change HAAT to 657.31 ft. Action Feb. 6.

■ WTOO-FM (98.3 mhz) Bellefontaine, Ohio—Granted app. to change TL, change ERP to 1.41 kw and change HAAT to 466 ft. Action Feb. 6.

■ WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Dismissed app. to change ERP to 35.5 kw, change HAAT to [illegible] ft. and change transmitter equipment. Action Feb. 6.

■ WWGO (102.3 mhz) St. Andrews, S.C.—Granted app. to change ERP to 3 kw. Action Feb. 6.

■ *WUOT (91.9 mhz) Knoxville, Tenn.—Dismissed app. to make changes in ant. sys. Action Feb. 6.

■ KEYI (103.5 mhz) San Marcos, Tex.—Granted app. to change HAAT to 1,246.4 ft. Action Feb. 6.

■ WNCS (96.7 mhz) Montpelier, Vt.—Granted app. to change ERP to .6 kw. Action Feb. 7.

■ WTID (106.9 mhz) Suffolk, Va.—Granted app. to change TL and change HAAT to 1,474.69 ft. Action Feb. 10.

■ KVXO (103.9 mhz) Spokane, Wash.—Dismissed app. to change TL. Action Feb. 6.

TV's

■ *KUAS-TV (ch. 27) Tucson, Ariz.—Granted app. to change ERP to vis. 30.2 kw. Action Feb. 6.

■ WJCK (ch. 50) Watertown, N.Y.—Granted app. to change ERP to vis. 1,200 kw, aur. 120 kw and change HAAT to 485.77 ft. Action Feb. 11.

In Contest

Review board made following decision:

■ Homestead, Fla. (Homestead Minority Broadcasters, et al.) FM proceeding. Scheduled oral argument for March 7 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Radio South Dade Inc. for new FM station at Homestead, denying competing apps. of Homestead Minority Broadcasters, Homestead Community Broadcasters, Dario Gonzalez, Leisure Broadcasting Inc. and Radio Intermart Corp. Each party has 20 minutes for argument. Homestead Minority, Homestead Community, Gonzalez, Leisure and Radio Intermart may reserve part of their time for rebuttal. By letter, Feb. 7.

[illegible] made following decision:

■ Silver City, N.M. (KOB-TV Inc. and KOAT Television Inc.) TV proceeding. Granted joint request for settlement agreement and dismissed app. of KOB-TV with prejudice, granted amended app. of KOAT Television for new TV station at Silver City, and terminated proceeding. By MO&O, Feb. 6.

[illegible] made following decision:

■ Presque Isle, Me. (Barbara W. Townsend and John R. Powley) TV proceeding. Granted petition filed by Powley and dismissed with prejudice app. of Townsend for failure to prosecute. Powley's app. remains in hearing status. By order, Feb. 5.

[illegible] made following decision:

■ Orlando, Fla. (Martin Broadcasting of Central Florida Inc., et al.) TV proceeding. Granted petition filed by Orlando Broadcasting Ltd. and dismissed its app. with prejudice. By order, Feb. 10.

[illegible] made following decision:

■ [illegible] and Farmington, Mo. ([illegible] Broadcasting Co. and Stelker Broadcasting Co.) AM proceeding. Granted motion by [illegible] and enlarged issues against Stelker to determine site availability, misrepresentation and financial qualifications. By MO&O, Feb. 10.

[illegible] made following decision:

■ Milan and Woodbine, Ga. (Bill Dodge Broadcasting Co. and Joann S. Miller) AM proceeding. Granted joint request for settlement agreement and dismissed app. of Bill Dodge Broadcasting (Milan, Ga.) with prejudice, granted app. of Miller for new AM station at Woodbine, and terminated proceeding. By MO&O, Feb. 4.

[illegible] made following decision:

■ Novato, Calif. (Magdalene Gunden Partnership, et al.) TV proceeding. At request of Irene Moore, dismissed her app. with prejudice. By order, Feb. 5.

[illegible] made following decision:

■ Whitneyville, Pa. (A&M Broadcasting and Good Christian Radio Broadcasting Inc.) FM proceeding. Affirmed order dismissing app. of A&M Broadcasting, resolved air hazard issue pending against Good Christian in its favor, granted app. of Good Christian for new FM at Whitneyville, and terminated proceeding. By MO&O, Feb. 7.

■ Clarksville, Tenn. (Telecommunication Systems Inc.) MMDS proceeding. Affirmed dismissal of Broadcast Data Corp.'s app. with prejudice, granted app. of Telecommunications Systems for new MDS service at Clarksville, and terminated proceeding. By MO&O, Feb. 10.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

[illegible]	Sought by
	New TV
[illegible]	[illegible]
	Existing AM
[illegible]	[illegible]
	Existing FM's
[illegible]	[illegible]
[illegible]	[illegible]
	Existing TV
[illegible]	[illegible]

Grants

[illegible]	[illegible]
	New FM's
[illegible]	[illegible]
[illegible]	[illegible]
	Existing AM's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
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[illegible]	[illegible]
[illegible]	[illegible]
	Existing FM's
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
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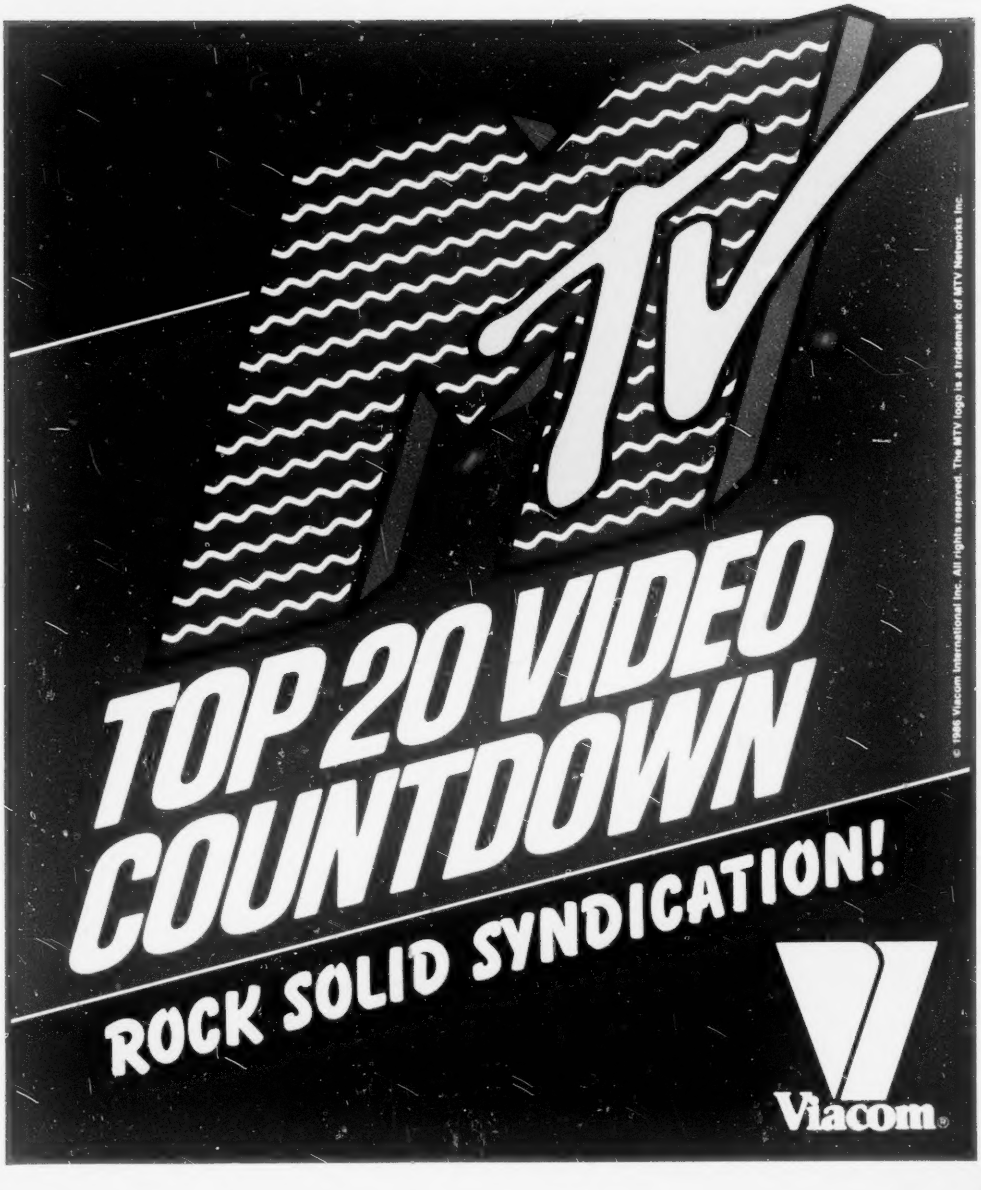
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

[illegible] [illegible]

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 3


MTV
TOP 20 VIDEO COUNTDOWN
ROCK SOLID SYNDICATION!
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55th Year 1986

The Big Deal ON MUST CARRY

□

Baseball's $320 million

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

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Broadcasting ▱ Mar 3

Must carry compromise
TV in the Senate
Baseball 1986

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FINALLY IN [illegible] PAGE 35.

THRILLER IN MANILA [illegible] PAGE 37.

LEGAL FILINGS [illegible] other cable [illegible] Angeles cable [illegible] Solicitor general [illegible] district court. PAGE 40.

BASEBALL '86 [illegible] cable rights payments for baseball [illegible] total some $320 million [illegible] some 18.3%. PAGES 43-61.

HDTV DEVELOPMENTS [illegible] by nine international broadcasting [illegible] Prague gives support to U.S.-backed HDTV proposal. PAGE 61.

BEFORE THE COMMITTEE [illegible] Commission nominees, [illegible] Strenio, go before Senate Commerce Committee for confirmation. PAGE 64.

LOBBYING TOWN National Association of Broadcasters grass-roots [illegible] PAGE 64.

ENTERTAINMENT IS IT [illegible] PAGE 58.

COUNTRY TIME [illegible] PAGE 72.

HABLO ESPANOL [illegible] PAGE 73.

PULITZER PROBLEM [illegible] PAGE 77.

SAFETY NET [illegible] PAGE 80.

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AD TALK IN NEW YORK [illegible] ANA [illegible] PAGE 82.

EAST IS EAST [illegible] PAGE 103.

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strong from Louisiana's Democratic senators, Russell Long and J. Bennett Johnston. Early during the Feb. 27 debate, Johnston had introduced an amendment to allow TV coverage only when it was unanimously agreed upon. The measure was voted down 61-30, while a proposal from Long that coverage only be allowed upon agreement by a majority was also rejected, 60-28.

Long later argued: "When the Senate is on television, we will see a big increase in expediency and we will see a substantial decline and an erosion in statesmanship. ... I think that those of use who feel that statesmanship is altogether too scarce a commodity the way it is now will find that is is going to be more scarce on television."

The measure as approved allows TV cameras to show speaking senators, the presiding officer, clerks and the chaplain, and to cover proceedings at all times except during quorum calls (which can last from a few minutes to over an hour). During roll call votes, the TV cameras will show the entire chamber. Radio coverage is to be provided continuously while the Senate is in session.

Approved along with the coverage measure were several changes in basic Senate rules with the aim of accelerating procedures. The bill also allocated a maximum $3.5 million for buying and installing equipment and facilities needed to supply the feeds.

Padden's positive indies are on a roll

Two weeks ago in New York, National Cable Television Association President James Mooney heralded "the great age" of cable programing. Last week in Washington, Association of Independent Television Stations President Preston Padden foresaw the dawn of "the golden age" of independent television broadcasting. Such epochs are apparently not mutually exclusive.

"At INTV we like to think things are falling into place," Padden said at a Federal Communications Bar Association luncheon last Thursday (Feb. 27). "We have the independent stations in sufficient numbers. The wisest advertisers recognize the merit of the independents, and the dream merchants who create the entertainment programs have targeted us as a worthwhile customers."

There has been rapid growth in the number of independent stations, Padden said. Between 1960 and 1980, the number more than quadrupled from 27 to 120. "What few could foresee, however, is that ... during the next five years the number of independent stations again more than doubled to reach the present total of 283." Padden distributed a list of the 34 stations that went on the air in 1985 alone.

The growth of independent television can also be measured by advertising revenue, according to Padden. Revenue doubled between 1975 and 1980 and doubled again between 1980 and 1985, he said. In 1985, the total hit $2.5 billion, 25% of the industry total. "And, perhaps most importantly, industry estimates project that independent revenue will again more than double over the next five years to a total in excess of $6 billion by 1990, representing about 28% of the total industry revenue."

Independent television's share of audience and advertising revenue has grown despite the widespread use of diary audience measurement, which tends to underestimate independents' audience, Padden said. "In 13 different markets across the country, the diary, which measures what people recall having viewed, has been proved to be seriously flawed when compared to the meter, which measures what people actually did view," he said.

Total TV billings close to $20 billion in 1985

Networks account for $8.3 billion; NBC takes over top spot in third and fourth quarters from CBS

In 1985, television advertising billings rose 4.5% to $19.95 billion: local advertising contributed $5.7 billion, national/regional spot $5.95 billion and network $8.3 billion.

And, according to Broadcast Advertisers Reports and the Television Bureau of Advertising, the normal order of things among networks was reversed in 1985 with the NBC television network outbilling CBS-TV by a hair in both the third and fourth quarters. The switch in ranking came earlier than many had expected, given NBC's weaknesses in daytime.

Furthermore, the BAR-TVB estimates confirm reports of a strengthening in the network scatter market late in the fourth quarter, allowing the three television networks to post a fourth-quarter increase of 1%, compared to a full-year decline of 3%. (BAR arrives at dollar totals by applying estimates of unit prices to commercial spots, depending on daypart, type of show and other variables. Estimated dollar totals can vary from actual numbers. For 1984, BAR estimated ABC billings at $3.236 billion, whereas the company's offical numbers indicated gross revenue for the network of $3.028 billion.)

All of the networks' bad news came in the third quarter of 1985, according to TVB, which estimated that total network billings fell $388.1 million, compared to the Olympic games-boosted third quarter of 1984.

The estimated totals for 1985 showed the three networks with ad revenue of $8.3 billion, down from 1984's $8.6 billion. TVB also extrapolated from the BAR estimates—which cover only the top 75 markets—and concluded that local television advertising was $5.7 billion, up 12%, while national/regional spot advertising was up 9%, to $5.95 billion.

A study of the TVB report, released last Thursday and based on BAR data, also reveals some other developments.

■ Although estimated dollars for three television networks declined 3%, and those

The shifting fortunes in network and spot advertising

	Total 1985 network and spot expenditures	% change in spot budget	% change in net budget
Procter & Gamble**	$779,082,400	0	0
Philip Morris*	$480,596,200	1	1
General Motors	$298,705,900	[illegible]	9
R.J. Reynolds††	$251,087,900	11	3
Ford Motor Co.	$228,816,500	6	37
General Mills	$222,749,900	18	1
American Brands	$218,980,000	19	7
Unilever N.V.	$209,254,500	10	6
Kellogg Co.	$207,680,800	30	22
Coca-Cola Co.	$187,403,180	11	15
PepsiCo	$181,414,700	17	6
Dart & Kraft Inc.	$175,964,400	31	10
Beatrice Companies	$163,480,900	6	0
Warner-Lambert	$146,752,200	31	9

Source: Television Bureau of Advertising based on estimates of Broadcast Advertisers Reports.
* Includes acquired [illegible] for both years.
** Includes the acquired General Foods for both years.
†† Includes the acquired Nabisco Brands for both years.

for national and regional spot in the top 75 markets increased 9%, not all major advertisers moved dollars in the same direction (see chart). But of the top 14 advertisers TVB listed in both categories, nine treated spot vehicles better than the networks.

TVB's breakdown of spending by categories shows even greater favoratism toward spot. Of 25 such advertiser categories, only five treated network better than spot. Fortunately for the networks, one of those categories—food and food products—had the greatest total estimated expenditures, and increased its network dollars 10% versus a 5% rise for spot. Also giving networks the benefit of the doubt were household equipment and supplies; proprietary medicines; office equipment, computers and copiers, and horticulture. But TVB estimated that half the categories increased spot billings while decreasing network billings, including major categories such as confectionary and soft drinks (up 6% in spot, down 1% in network); consumer services, (up 18% versus a minus 18%); insurance, (up 31% versus minus 9%), and sporting goods and toys (up 50% versus minus 8%).

■ The estimated spot television expenditures of the beer and wine category in the top 75 markets were up 7% in 1985 to $218.1 million. But on network TV, spending fell 4% to $428.5 million, leading to an overall decline of 1%.

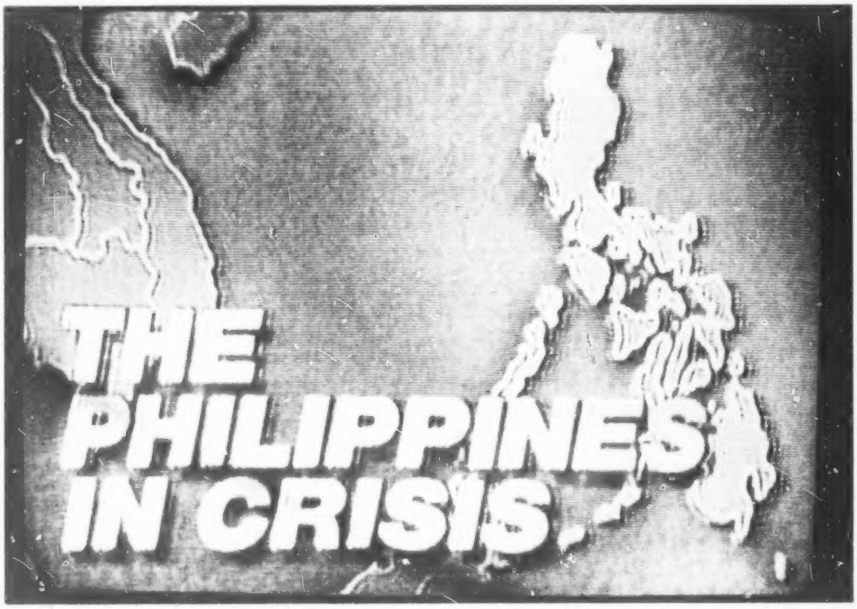
■ Advertising by local media did little to help out television stations. TVB estimated that radio and cable TV increased their budgets in the top 75 markets by 5%, to $134.5 million. Estimated newspaper budgets went up 9% to $31.7 million, while magazines and other local publications increased 65% to $1.7 million.

■ TVB estimated that network prime time dollars for the year were down 2.2% to $4.456 billion. That daypart contributed an estimated 54% of total network revenue.

■ Reports of a strong movement of network dollars toward late night had evidently not begun in 1985, according to the TVB estimates, which show an 11% decline in dollars spent in that daypart, to $382.1 million. Also down strongly for the full year, as expected, was weekend daytime. The weakness of television sports undoubtedly accounted for much of that daypart's estimated billings decline of 18%, to $996.5 million. Weekday early fringe was up 8% to $434.7 million, and weekend early fringe was up 13% to $192.4 million. Early morning was up 10% to $206 million, while weekday daytime was up an estimated 3% to $1.645 billion.

■ A daypart examination of national and regional spot estimates for the top 75 markets shows better percentage-increase performance than network in every comparable category. Led by nighttime, up 12% to $1.099 billion, other dayparts were daytime, up 9% to $990.6 million, early evening, up 8% to $1.571 billion, and late night, up 4% to $843.3 million.

■ For local retail advertising, TVB estimated that virtually every advertising category, small and large, was up over 1984, except for financial planning services, down 22% to $29.2 million in the top 75 markets, and political advertising, which, in a year of no major elections, plunged 79% to $22.4 million. Most professional services continued to increase their television advertising, with medical and dental services up 40% to $86.9 million; legal services, up 36% to $38.3 million, and education services, up 42% to $70.2 million. Other big spenders showing big increases included automobile and truck dealers, up 21% to $311.2 million; appliance stores and repair, up 42% to $121.9 million; leisure time stores and services, up 27% to $107 million. □



NBC News photo

Fifth Estate figures in Philippine story

Broadcasters assess media's role in islands' exchange of power, most saying TV influenced events

The U.S. media, particularly television in its ability to convey information almost instantaneously via satellite, played a perhaps unprecedented role in shaping events as they unfolded in the political life of the Philippines—culminating with the downfall of President Ferdinand Marcos—a number of news professionals suggested last week. But opinions varied on the extent of the media's role, and even those who felt its part a large one also stressed that the seeds of last week's transition of power to Corazon Aquino were sown long before western journalists descended upon the Philippines to cover the presidential election Feb. 7, which Marcos—a media manipulator in his own right—announced last November at commentator George Will's prompting on *This Week with David Brinkley*.

At the same time, there was also a feeling among observers last week that Marcos had lost out in the age-old media game played by journalists and willing sources. Marcos, the theory goes, overestimated his ability to manipulate the U.S. media. And last November, ABC's Will gave Marcos the perfect opening to present himself as a friend and supporter of democracy (his political image in the U.S. tarnished somewhat by his rule by martial law for almost half his 20-year tenure) by calling for early elections amid charges that he had lost his political base at home.

As it turned out, the *Brinkley* broadcast last November was to be a watershed in Philippine history. Not only did Marcos agree to early elections, he also agreed to allow American observers to monitor the election. Congress sent a team headed by Senator Richard Lugar of Indiana. When it became evident to him that pro-Marcos forces were responsible for rigging the election, television, with its coverage of the swelling opposition and growing violence, may have helped to convince the Reagan administration that Marcos had lost control of his country and had outlived his usefulness as the leader of a strategic ally. Marcos, in turn, stepped down quickly last week, once the administration advised him to do so.

"There's no question," said Ed Turner, executive vice president, CNN, that television shaped events in the Philippines. Coverage, he said, "was fed back here so quickly, and there was almost instant reaction from the pivotal figures in Washington." He added that CNN was also being fed to the Philippines so that Marcos supporters "knew that support was quickly eroding here. It fed on itself."

Betty Cole Dukert, a producer with NBC's *Meet The Press*, which interviewed a willing Marcos five times while he was in power, and twice in the last month, agreed with Turner. "I think they played a role," she said, referring to the media. "It should be remembered that Marcos himself has been a user of television all along. It takes two to tango and the question is whether he did himself in faster by using television." Added David Fuchs, a CBS News vice president: "I think it's been part of shaping it. You had a

Special Report

BASEBALL
1986

A BROADCAST AND CABLE RIGHTS RECORD

Baseball bats over $300 million in 1986

With built-in escalator clauses in its television network rights contracts, and continued competitive bidding by media outlets on the local level, Major League Baseball and its 26 teams will accrue, for the first time in one season, more than $300 million in rights payments. According to reports from league, team and media sources, combined network and local baseball rights payments will total more than $320 million, up 14.7% over last year's total of almost $279 million. ABC-TV and NBC-TV continue to pay the largest sums to the league under a six-year, $1.2-billion pact that extends through the 1989 season. ABC will pay about $95 million this year, $15 million more than it paid in 1985, and NBC will pay $80 million this year, compared to about $75 million it paid last year. CBS Radio will pay about $6 million for its schedule of games, about what it paid last year. Thus, network payments for MLB rights this year will total about $181 million, up 12.4%.

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Local rights payments will climb 18.3% in 1986 to almost $139.5

million. The eastern division teams of the American and National Leagues continue to generate higher local rights fees (which are often a combination cash payment and share of advertising revenues, including some barter arrangements) than their western division counterparts. The teams in the American League East will receive rights payments this year totaling almost $45 million, up close to 16% over 1985. The National League East teams will receive a total of $43.5 million, up about 15%. The American League West teams will be paid almost $29.2 million, a gain of more than 25% over last year, and the teams in the National League West will receive more than $22 million, up over 21.5%.

The network payments are distributed equally among the 26 teams through a central fund managed by the office of the baseball commissioner. This year, each team will receive almost $7 million in payments from the networks. In addition to those payments, the league will distribute to all the teams, for the second year, what it has termed "compensatory" payments from the five teams whose games are carried by superstations into the television markets of other teams. Those teams are the Atlanta Braves (WTBS[TV] Atlanta), Chicago Cubs (WGN-TV Chicago), New York Yankees (WPIX[TV] New York), New York Mets (WOR-TV New York) and Texas Rangers (KTVT[TV] Fort Worth). Combined, the payments from the five teams this year will total between $8.5 million and $9 million, with the Braves and Cubs paying the lion's share because their games are distributed to far more cable subscribers than the Mets, Yankees or Rangers.

It was only two years ago that the league and its teams broke the $200 million rights mark, principally due to a new network contract that tripled annual TV network rights for the league overnight. Since that time, all three networks have been outspoken about what they see as excessive rights payments and the inability to make an equitable return on their investments. As far as the MLB network package is concerned, most agree that NBC is in a far better position with its part of the package than ABC. ABC's problem has been that its prime time Monday night baseball games never caught on the way *Monday Night Football* did. In addition, while its rights fees have more than tripled under the new pact, it has cut back the number of regular season broadcasts from a high of 18 in 1982 to 11 last year, severely restricting its baseball inventory. By comparison, NBC carries 30 regular season games during its *Game of the Week* on Saturdays.

In January, however, ABC announced that it intended to expand its regular season baseball coverage considerably, up to 14 Sunday afternoon games—most of which would fill the spring program void left by the United States Football League's planned move to a fall schedule—and eight Monday night games. However, NBC has challenged ABC's right to broadcast any Sunday baseball games during the first two months of the season. NBC contends that its pact with the league gives it not only exclusive network rights to all regular-season Saturday games, but also exclusive rights for both Saturdays and Sundays during the first two months of the season. MLB executives have conceded that the contracts with both networks are vague enough to allow for different interpretations on the point. Having submitted their positions to the league, the networks are waiting for the commissioner to come up with a resolution.

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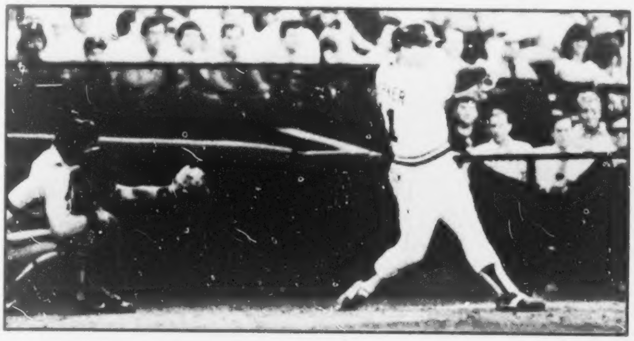
But no matter how that situation is resolved, NBC appears to be in a much better situation to make money on baseball than ABC this year. Part of that stems from NBC's having the World Series this year and all of the games will, for the second year in a row, be in prime time. It is believed that NBC expects to charge about $275,000 per 30-second spot during the World Series. Even if the series only runs for four of the seven possible games, at that rate, NBC stands to generate a minimum of $46.75 million in net series revenue. If the series goes to all seven games, the network could make $96.25 million in net revenue, which would more than cover NBC's 1986 rights payment of $80 million. It is also believed that the network hopes to sell its 12 second-quarter regular season games for about $44,000 per 30 and 14 third-quarter regular season games at $33,000 per 30, as well as two prime time contests for at least $80,000 per 30. At those rates, if the network sells out its schedule of 25 minutes per game, it would generate net revenue of close to $49 million.

ABC's baseball sales outlook will depend on how the league rules on the early-season Sunday games dispute. At risk is more than half the inventory within the proposed 14 Sunday-game schedule, which is worth about $23.8 million in net revenue if the network sells it out at its asking price of $40,000 per 30. "We are proceeding under the assumption that we will be telecasting Sunday afternoon baseball," said Larre Barrett, vice president in charge of sports sales for ABC-TV. He said the sports division is looking at a number of program options in the event the league's ruling goes in favor of NBC. ABC will air eight Monday night games beginning June 30 with a rate card of $75,000, up a little more than 5% from a year ago. If those games sell out at that price, they would yield about 25.5 million in net revenue. ABC also has the All Star Game this year, which is being sold at $230,000 per 30, about $10,000 more than NBC charged for it last year. If it sells out, the network would receive perhaps $9.8 million in net revenue.

ABC also has the playoff games this year, scheduled to begin Oct. 7. Of the 14 possible games, nine are scheduled for prime time, three on weekdays and two during the day on the weekends. The asking rate for the prime time games is $125,000 per 30; weekday day games are $25,000, and weekend day games are $75,000. If the games sell out (which they usually do) at the published rates, the playoffs would generate more than $57 million in net revenue for ABC. Excluding the disputed Sunday schedule, ABC would appear, at best, to be able to produce about $93 million in net revenue from its baseball lineup this year, about $2 million short of the scheduled rights payment. (That doesn't take into account production costs associated with the telecasts, estimated by one network source at $100,000 for each daytime game and perhaps double that for each prime time game.). Thus, the league's decision on ABC's Sunday schedule appears to be a determining factor in whether the network can make a small return on its rights investment this year or will instead incur a substantial loss. Newly named ABC Sports President Dennis Swanson recently summed up his position on ABC and Major League Baseball coverage: "Boy, will I be glad when 1989 gets here."



NBC says it has sold more than 60% of its regular season schedule. "People buy on history," said Robert Blackmore, senior vice president, sales, NBC Television Network. "Baseball was strong last year," he added, noting that while the ratings were flat for the regular season, at 6.4/21, the male 25-54 demographic was up 10%. According to ABC's Barrett, the network's tentative Sunday schedule is "approaching 50% sold," while the sales effort for Monday night games, which don't begin until June 30, has not yet begun. "It's a little bit slower than we would like," said Barrett, "but there is a need for the gross ratings points that the USFL generated." He attributed the slowness in sales to the generally soft sales marketplace.

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Sales pacing at the local level this year has varied so far, but more than one local sales executive reported softer than usual sales. "A lot of people are reevaluating their commitment to sports," said one executive in a major east coast market. "There are a lot of alternatives out there."

Several advertising categories have been affected by recent changes in the law and MLB's own regulations. President Reagan was expected to sign into law late last week or early this week a law banning smokeless tobacco advertising from the airwaves. The Television Bureau of Advertising estimated that for 1984, the latest figures available, that category amounted to about $17 million in

AMERICAN LEAGUE EAST

Team	1986 rights	1985 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	$ 6,000,000	$4,000,000	WMAR-TV 8	WFBR 60-65	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay-cable rights.
Boston Red Sox	4,600,000	4,200,000	WSBK-TV 6	WPLM 65	WSBK-TV holds TV rights; WPLM holds radio rights. New England Sports Network holds pay cable rights.
Cleveland Indians	3,000,000	3,400,000	WUAB 2	WWWE 28	WUAB holds TV rights. WWWE holds radio rights.
Detroit Tigers	4,400,000	4,000,000	WDIV 5	WJR 37	WDIV holds TV rights. WJR holds radio rights. Pro Am Sports holds cable rights.
Milwaukee Brewers	3,500,000	2,200,000	WVTV 4	WTMJ 64	WVTV holds TV rights and Brewers retain radio rights.
New York Yankees	15,500,000	14,000,000	WPIX(TV) 10	WABC 60	WPIX holds TV rights. Yankees retain radio rights; Sportschannel holds pay cable rights.
Toronto Blue Jays	7,750,000	7,000,000	CTV-TV	CJCL 52	Labatt Breweries of Canada (45% owner of Blue Jays) holds TV rights. Telemedia Broadcast Systems holds radio rights; The Sports Network holds cable rights.

AMERICAN LEAGUE WEST

Team	1986 rights	1985 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
California Angels	4,200,000	4,200,000	KTLA 15	KMPC English 28 XPRS Spanish	Angels retain TV and radio rights. XPRS Rosa-Rita (Tijuana), Mexico holds Spanish radio rights.
Chicago White Sox	8,250,000	4,000,000	WFLD-TV 5	WMAQ 15	WFLD-TV owns TV rights. Team retains radio and cable rights.
Kansas City Royals	2,000,000	1,400,000	WDAF-TV 18	WIBW 117	WDAF-TV holds TV rights. WIBW radio rights.
Minnesota Twins	3,600,000	3,500,000	KSMP-TV 3	WCCO 60	KMSP-TV holds TV rights. WCCO holds radio rights.
Oakland As	3,000,000	2,500,000	KPIX 8	KSFO 14 KBRG Spanish	KPIX holds TV rights. KSFO holds English radio rights. KBRG holds Spanish-language radio rights.
Seattle Mariners	2,100,000	1,600,000	KIRO-TV 5	KIRO 20	KIRO holds TV and radio rights.
Texas Rangers	6,000,000	6,000,000	KTVT	WBAP	KTVT holds TV rights. WBAP holds radio rights. Home Sports Entertainment holds pay-cable rights.

NATIONAL LEAGUE EAST

Team	1986 rights	1985 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Chicago Cubs	4,300,000	3,600,00	WGN-TV	WGN	Stations hold rights under agreement with commonly owned Cubs.
Montreal Expos	8,000,000	7,500,000	CBC-TV English 43 French 12	CFCF 20 CKAC	Labatt Breweries holds TV rights. CFCF holds English radio rights; CKAC holds French radio rights; the Sports Network holds cable rights.
New York Mets	14,500,000	12,100,000	WOR-TV 6	WHN 22	Mets have partnership arrangements with broadcast originators; Sportschannel holds pay-cable rights.
Philadelphia Phillies	9,100,000	8,500,000	WTAF-TV 2	WCAU 25	Originating stations hold broadcast rights. Prism holds cable rights.
Pittsburgh Pirates	3,000,000	3,000,000	KDKA-TV	KDKA	Group W (KDKA-AM-TV) holds broadcast rights.
St. Louis Cardinals	4,600,000	3,100,000	KSDK 15	KMOX 115	Originating stations hold broadcast rights. Sencom holds cable rights.

NATIONAL LEAGUE WEST

Team	1986 rights	1985 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Atlanta Braves	3,500,000	3,100,000	WTBS	WSB	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights.
Cincinnati Reds	5,500,000	2,300,000	WLWT 16	WLW 81	WLWT holds TV rights. Reds retain radio rights.
Houston Astros	3,400,000	3,200,000	KTXH	KTRH	KXTH holds TV. Astros retain radio rights. Home Sports Entertainment holds cable rights.
Los Angeles Dodgers	4,600,000	4,000,000	KTTV	KABC	Dodgers retain broadcast rights, selling through Dodgers Radio and Television Network. Dodgers and Metromedia Television hold pay-TV rights jointly in Dodgervision pay-per-view venture.
San Diego Padres	2,800,000	2,750,000	KCST 7 - 30	KFMB 6 XEXX	Broadcast originators hold origination rights only; team holds rights to distribute broadcasts to regional networks. XEXX holds Spanish radio rights. Padres and Cox jointly hold pay TV rights.
San Francisco Giants	2,750,000	2,750,000	KTVU 3	KNBR 7 KOFY	Broadcast originators hold rights.

AL total	$73,900,000	$62,000,000
NL total	$65,550,000	$55,900,000
Majors total	$139,450,000	$117,900,000

Not included in the table are network payments for nationally broadcast games that total about $181 million: ABC-TV—95 million, NBC-TV—$80 million and CBS Radio—$6 million.

spot and network revenues. The Radio Advertising Bureau estimated that for the first nine months of 1985 smokeless tobacco accounted for about $1.5 million in spot dollars and $1 million in network dollars. However, MLB lifted a ban that restricted three categories from advertising during game broadcasts—state lotteries, casino gambling and horse racing. According to TVB, state lotteries spent $30 million in spot television in 1985, while horse racing advertising totaled about $10.4 million. Casino advertising, TVB said, was included in the $55 million hotel category. The figures were sketchier on the radio side, but the RAB reports a minimum $3.9 million in spot radio dollars for both state lotteries and casinos for the first nine months of 1985 and no more than $500,000 for horse racing in the same period.

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As for baseball coverage by cable television, it appears that situation is still in flux. "We might still be in a shaking out period of finding out what works for cable and what works for baseball," said Bryan Burns, MLB's director of broadcasting. "We have had a number of unfortunate failures" in the past year, said Burns, referring to the folding last year of the TCI/Multimedia/Anheuser-Busch venture, SportsTime, after only one season. Also folding their tents were Sportsvue in Milwaukee and Home Sports Entertainment in Pittsburgh, although TCI, which owns the Pittsburgh cable system is currently negotiating for the cable rights to the Pirates games. A network in Cleveland for Indians games never got off the ground after about three years of trying.

Those regional networks still in the business are concentrated in the top 10 markets, have more than one franchise to offer viewers and, in most cases, are offering service to at least a portion of their universe on a basic or tiered basis. "You have to be a year-round business" to succeed in regional sports networking, said Bill Aber, general manager of the Washington-based Home Team Sports, which serves the Baltimore and Washington markets. The exception, he added, is pay-per-view, which a number of baseball teams are experimenting with this year, including Cincinnati for the first time. Also, he said, many of those who failed may have entered the business with expectations too high. "It's the classic small business problem," he said. "Ninety percent wash out the first year."

Most of the surviving networks are offering some or all of their cable operator constituents the option to offer the service as a stand-alone pay channel, or as part of a pay tier or basic package. "I have taken the position that I have a finite number of people to do business with," said Aber. The trick is to work out some kind of arrangement with a substantial portion of those people, he said, "or go out of business." Some disagree with that philosophy however, including John Claiborne, general manager of the New England Sports Network, Boston. On basic cable, he said, a regional network "is just another form of over-the-air [television]" that detracts from the stadium's gate. "Pay does not hurt the gate," added Claiborne. "But there is a limit to how much the subscriber will pay."

A team-by-team breakdown follows:

Atlanta Braves

Ted Turner's Atlanta Braves will be seen as many as 150 times during the upcoming exhibition and regular season games on Ted Turner's superstation WTBS(TV) Atlanta, which reaches 35 million cable homes via satellite in addition to homes in the Atlanta market. WTBS can't give a precise number of games because it's committed to airing 129 hours of the Goodwill Games from Moscow between July 5 and July 20, the heart of the baseball season. Coverage of the international games, which are being co-sponsored by Turner, could cause the preemption of some games and the delayed broadcast of others.

One thing the Braves are sure of is saturation radio coverage. According to Wayne Long, director of broadcasting, the Braves have again tapped WSB(AM) Atlanta to be the flagship of their radio network. This year the network will comprise between 120 and 125 stations, up about 10% from last season's 112. The network will carry five preseason and all 162 regular-season games. WSB is also committed to airing an additional 15 preseason games without the network.

The Braves' four returning announcers—Ernie Johnson, Skip Caray, Peter Van Wieren and John Sterling—will take turns in the radio and television booths.

Heading the list of radio advertisers are: Anheuser-Busch, Lancaster Chewing Tobacco, Coca-Cola, Delta Airlines, Century Insurance, Goody's Headache Powder and Taco Bell.

Among the television advertisers: Anheuser-Busch, Delta Airlines, Toyota, Canon, Red Man Chewing Tobacco and Eckerd Drug.

Baltimore Orioles

In addition to their periodic appearance on ABC and NBC, the Baltimore Orioles will be seen on television at least 125 times this season—40 times on WMAR-TV Baltimore and its network of eight other television stations and at least 85 times on Home Team Sports, the regional pay sports network. (WMAR-TV and HTS will also warm up its veteran announcing crews and viewers with five preseason games each.)

For the eighth season, WFBR(AM) holds the radio rights. The station and its network of 60-65 radio stations will air all 162 regular-season games as well as 12 preseason outings. Independent Network Consultants, Rockville, Md., is putting the network together for WFBR.

Returning to the booth for WMAR-TV are Chuck Thompson (play by play) and former Oriole Brooks Robinson (color). For HTS, Mel Procter and former Oriole John Lowenstein will repeat as the announcers and Rex Barney and Tom Davis will again handle the pre-game and post-game duties. Former Oriole Jim Palmer and Mutual Broadcasting/CNN talk show host Larry King will return to contribute color and commentary to the HTS telecasts on an "as-available" basis. Last year Palmer and King appeared 11 and 25 times, respectively. HTS expects them to make fewer appearances this year.

Some of the big advertisers WMAR-TV has lined up for 1986: Anheuser-Busch, Nissan, Provident Bank of Maryland, Bell Atlantic Yellow Pages, Maryland National Bank, Jerry's Chevrolet and Equitable Bank. WMAR-TV includes only four minutes of A-B spots per game in its network feed, giving affiliates 23 minutes of local ad time.

Strohs, Giant Food, Subaru Atlantic, Lennox Industries, Maryland State Lottery, All-Star Dodge and All State Leasing are already on board for the HTS telecasts and Miller Brewing, Chevrolet, Amoco, Gwaltney Meats, Loyola Federal Savings and Loan and Jiffy Lube, for the WFBR broadcasts.

Boston Red Sox

WSBK-TV Boston will slightly increase the number of Red Sox games it will broadcast to 78, including three exhibition games. The Sox network carrying approximately 30 of the games has been expanded to six, with the addition of WNNE-TV Hartford, Vt. (Burlington, Vt.-Plattsburgh, N.Y.). Stewart Tauber, WSBK-TV's assistant general manager said advertising arrangements are still being worked on, but that Anheuser-Busch will definitely be in the lineup. WSBK-TV's rights fees will be determined by a formula based on the ratings performance of the games.

The station's parent company, Storer Communications, is now in the fourth year of a cable sports channel partnership, the New England Sports Network (NESN), along with the Red Sox and the Bruins hockey team. It will carry 87 Red Sox games (the others are carried by WSBK-TV) to more than 90,000 subscribers, triple the number of subscribers last year, said John Claiborne, vice president and general manager of NESN. The monthly fee is going from $8.95 to $9.95 for the service, which is still not carried in Boston because the MSO Cablevision has an interest in a rival cable service, SportsChannel. Roughly 10% of NESN's revenue comes from advertising and on Red

Sox games that will include Polaroid, New England Ford and Toyota.

WPLM-AM-FM Plymouth, Mass., will continue to originate the radio broadcasts to a lineup of more than 64 stations. Budweiser continues to be a major sponsor.

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California Angels

In 1986 the Angels home games will not be carried on a pay service. Last year, 13 Sunday games were broadcast by Selec TV, a subscription TV service over KWHY-TV Los Angeles, but, according to John Hays, senior vice president, marketing, for the ball club, the Selec TV contract was not renewed because the service could not guarantee enough subscribers. "If a cable system would be established that could afford the rights," Hays said, the club would consider a pay service again.

On broadcast television, KTLA(TV) Los Angeles enters the fourth year of a five-year contract with the Angels in 1986. Radio coverage will be provided by the KMPC(AM) Los Angeles. Both stations have carried the Gene Autry-owned ball club since 1961. Autry owns KMPC and is the former owner (along with the Signal Cos.) of KTLA, which he sold to Wometco in 1983. Cross-promotion of the Angels by the stations and the team has already featured a number of speeches by Autry and a large client party for sponsors.

This year, Spanish-language radio coverage will be provided by [illegible] Rosarita Beach, Mexico (Tijuana).

KMPC executive vice president, Bill Ward, said that the sales pace this year is about 80% ahead of last year. Sponsors include Anheuser-Busch, Chevron and the Southern California Chevy dealers. KMPC will carry 170 games that will be carried on a network of 26 stations.

KTLA will cover two preseason and 41 regular-season games. Bob Starr and Joe Torre will handle the play by play. Mike Eigner, vice president and general manager, said that sales were going "fairly well" and that the station was in the process of talking to a number of new clients. Returning as advertisers are Pacific Bell, Anheuser-Busch, Toyota and Mark C. Bloome Auto.

◆

Chicago Cubs

WGN(AM) Chicago will broadcast 162 regular-season games and 12 exhibition contests this year. The team has arranged a regional network of 63 stations to carry the Cubs. Wayne Vriesman, vice president and general sales manager, said sales "are at least on a par" with last year but said that a number of advertisers are on the verge of signing. Clients already in the fold include Heileman Brewing, True Value Hardware, Chevrolet, Marathon Oil and Talman Home Federal Savings. On the television side, WGN-TV will telecast 146 regularly scheduled games and four exhibition games. A regional network of 12 stations has been put together. Joseph T. Laughlin, vice president and general manager, said sales are outpacing 1985, with about two-thirds of the inventory sold. Among the more active advertisers signed are Budweiser, Pepsi-Cola, True Value Hardware, United Airlines, Union Oil, Buick and Ricola.

◆

Chicago White Sox

The White Sox learned this year just how valuable a baseball franchise can be, particularly for an independent station trying to establish a local identity. Metromedia's WFLD(TV) Chicago was in the last year of a five-year pact with the team, but according to a team source, WFLD(TV), acquired by [illegible] last year, came in hot and heavy after the White Sox, trying to get the rights. But WGN-TV renegotiated a new five-year pact a year early and in the process more than doubled the team's total local rights payment this year.

WMAQ(AM) Chicago is in the last year of its agreement with the team and Sportsvision, now with 400,000 cable subscribers, will feed 54 home games, 15 away games and 6 exhibition contests to area cable systems. Sportsvision, now owned by Cablevision, CBS and the Washington Post, doubled its subscriber count over the past year by giving cable operators the option of carrying the channel on basic service.

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Cincinnati Reds

Reds baseball will again appear on WLWT(TV) Cincinnati under a rights contract good through 1987. The contract has an escalator clause under which rights rose to $2.5 million this year. WLWT has added three affiliates—WDRB-TV Louisville, Ky.; WLIO(TV) Lima, Ohio, and [illegible] Toledo, Ohio—bringing its network to 16 affiliates. WLWT will carry 47 games and license 43 to the affiliates on a 50-50 barter basis. Its major sponsors include Anheuser-Busch and Toyota. This year the games will be called by the new team of Steve Physioc, the station's sports director, Joe Nuxhall, and Marty Brennaman.

The Reds are retaining the radio and cable rights, and WLW(AM) Cincinnati will remain the flagship for its radio broadcasts. The games will be offered to 81 affiliates on a barter arrangement under which the stations will get about nine minutes for ads during each game. Nuxhall and Brennaman will continue as the radio announcers, juggling their radio chores with their new TV responsibilities. Major sponsors for the team are Anheuser-

Baseball's radio lineup

The CBS Radio Network enters its second year of *Game of the Week* broadcasts this season. (Last year marked the first time a *Game of the Week* program appeared on network radio in nearly 30 years.) The show proved to be a popular vehicle for both advertisers and stations last season. The weekly games are part of a five-year, $32 million deal between CBS and Major League Baseball that extends through the 1989 season.

Like last year, the weekly broadcast schedule, which runs for 20 weeks, contains two games (one day and one night) every Saturday beginning with the Toronto Blue Jays at the Cleveland Indians and the New York Mets at the San Diego Padres on May 24. CBS also plans to air "important midweek contests" toward the end of the season.

Announcers for CBS Radio's baseball coverage are Brent Musburger, Dick Stockton, Lindsey Nelson, Johnny Bench, John Rooney, Curt Gowdy, Jerry Coleman, Bill White, Bob Murphy, Howard David and Ted Robinson, all of whom will be paired off on a rotating basis. And as an added feature, local team announcers will join the CBS crew during the fifth inning of each game.

In addition to airing weekly games, the exclusive CBS baseball rights pact includes the annual All Star game, league championships and the World Series. Among the major sponsors for CBS's entire baseball schedule are Anheuser-Busch, Honda and State Farm Insurance. Advertisers can also choose between the summer package (*Game of the Week* and All Star game) and the fall package (league championships and World Series).

Thus far, 125 stations have signed to air CBS's baseball coverage including outlets in seven of the top 10 markets. Last season, CBS had baseball carriage on some 220 stations.

are Anheuser-Busch, Marathon Oil, Chevrolet and Kahn's Meats.

The Reds are also offering 25 home games on a pay-per-view basis over Warner Amex Cable Communications' Cincinnati-area addressable cable system. Subscribers can buy the package of 25 home games for $100, or view any one of those games for $5.95.

◆

Cleveland Indians

WUAB(TV) Cleveland has signed a new three-year rights contract under a renewal clause in its old one with the Indians, a team that is for sale. It will broadcast 60 regular-season games, 45 of them away from home.

WWWE(AM) Cleveland once again bought the radio rights and will be carrying 15 preseason and 162 regular-season games.

This year, the radio and television rights went for $3 million. It was said that the radio rights were up "considerably." One station official said the rights had risen so much that the station wasn't planning to bid for them next year.

This year for the first time WUAB is putting together a television station network. Thus far it has two affiliates—WUPW(TV) Toledo and WKBN-TV Youngstown. The announcers are Joe Tait and Jack Corrigan. Sponsors include Toyota and Burger King.

WWWE's radio network consists of 28 affiliates. Its announcers remain Herb Score and Steve LaMar. Major sponsors include Anheuser-Busch, Marathon Oil, Farmers Insurance and the Ohio Lottery.

WE'VE GOT
A PITCH
FOR YOU!

The Baseball Hall of Fame has enshrined 20 of our former players . . . another 2,000 have reached the major leagues . . . and over 60 percent of the players in the 1985 World Series once played for us. We are American Legion Baseball and proud of it. Why not take our pitch and catch a Legion baseball game? You may just see a future Hall of Famer.

The American Legion National Headquarters
P.O. Box 1055, Indianapolis, IN 46206

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Detroit Tigers

WDIV(TV) Detroit spokeswoman, Eileen Wunderlich, said that Tigers games had the highest ratings and share of any major league baseball franchise last year, averaging a 22/46 in Arbitron. The station will originate 45 regular-season and five exhibition games (with the possible addition of a few second games of doubleheaders). Major sponsors will include Miller, Chevrolet, McDonald's, J.C. Penney, Kroger, Kentucky Fried Chicken, Republic Airlines, Pepsi-Cola, Sunoco, Michigan Bell and Goodyear. Once again WDIV will feed a network of five stations for the Tigers games.

WJR(AM) Detroit has a new five-year contract under which it originates all Tigers regular-season games, plus a minimum of 12 exhibition games. Also carrying the games are about 37 stations. Advertisers include Anheuser-Busch, Marathon Oil, Chevrolet, Security Bancorp, Michigan Lottery and Independence Health (a health maintenance organization).

Pro Am Sports Systems (PASS), a cable program network owned by John E. Fetzer, former owner of the Tigers, will distribute four preseason and 81 regular season games to more than 100,000 cable subscribers this year. William J. Wischman, executive vice president and general manager, said the Tigers receive a certain price per subscriber, counted against a guaranteed minimum rights fee.

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Houston Astros

All 162 regular and 25 exhibition games will be broadcast over KTRH(AM) and will be transmitted to a network of at least 11 stations, probably more by the time the season begins. The Astros also are negotiating for Spanish-language coverage over a radio station in the Houston area. The key sponsor on radio will be Budweiser but other clients are Ozark Airlines, Kay Jewelry, Eastern Airlines and General Telephone.

KTRH(TV) handles television coverage of the Astros schedule. A total of 81 games, 73 regular season, will be transmittted to 11 other TV stations. He said that six other clients are expected to sign over the next few weeks.

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Kansas City Royals

WDAF-TV Kansas City, Mo., in the second year of its three-year contract, is the originating station for a network of 18 stations. Two preseason games with the Cardinals will be broadcast in addition to 45 regular season games—five more than last year when the Royals won the 1985 World Series. "Our network will carry more games than ever before," said Earl Beall, WTAF-TV vice president and general manager. "There is a strong interest in the Royals because of their successful year" last season.

Miller Beer is the major sponsor; other advertisers include Toyota, Midas Mufflers, Long John Silver, Safeway, Snapper tools, Research Hospital and United Super (supermarket chain).

Among the new things WDAF-TV is doing this year is sending a satellite uplink truck to the Royals spring training camp in Fort Myers, Fla., to beam back live reports for its 5, 6 and 10 p.m. local news. In addition, WDAF-TV has planned two prime time specials on the Royals, Beall said.

On the radio side, WIBW(AM) Topeka, Kan., will lead a network of 117 stations in its first year of a three-year contract, according to Bob Fromme, general manager of the Royals Radio Network. In Kansas City the games will return to KMBZ(AM) after a three-year association with KCMO(AM). Previously, the Royals had been heard on KMBZ for 15 consecutive years. Major sponsors for the radio network include Anheuser-Busch, Ford Automobiles, Farmer's Insurance, John Deere, and for the 18th consecutive year, Guy's potato chips. Last year, WIBW purchased its own satellite uplink facility and the network supplied downlink dishes to all but about a dozen stations which already owned them. That, said Fromme, "worked beautifully."

◆

Los Angeles Dodgers

The Dodgers are entering the second year of three-year agreements with KTTV(TV) and KABC(AM), both Los Angeles, and Metromedia's Dodgervision cable service. Each of the agreements involves sharing sales of advertising time. Merritt Willey, vice president of marketing for the Dodgers, said that the team and the stations each sell time for pre- and post-game shows, while the club sells national sponsorships for the games themselves.

Now in its second year, Dodgervision, through the Dodgers and Metromedia Television, will offer 25 home games for $79.95 (down from $85 for 25 games last year), or $5.95 per game on a pay-per-view basis. Dodgervision now has approximately 40 cable systems, accounting for some 500,000 addressable homes, signed up. Sales of time within the cable broadcasts are said to going "100% better than last year." A variety of promotional giveaways have been offered as well to attract viewing.

Metromedia's KTTV will broadcast 50 games. Marty Bergman, general sales manager, said that sales were up 5% and would probably be up 10% to 15% for the year. KVVU-TV Las Vegas will also be broadcasting the weekend games.

Along with broadcasting 162 games, KABC(AM) will air a variety of specials beginning in March from spring training. George Green, vice president and general manager, said that the schedule "has been sold out for months," and major sponsors include Datsun and Miller Beer.

Spanish coverage will be heard on three stations—KWKW(AM) Los Angeles, KTAC(AM) Lompoc and KVIM(FM) Coachella, all California. Additionally, two stations in Mexico will carry the full schedule and a variety of Mexican stations will carry games on an occasional basis.

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Milwaukee Brewers

WVTV(TV) Milwaukee will broadcast eight preseason and 60 regular season games of the Brewers this year, an increase of 14 regular games over last year, said the station's general manager, Al Leit. Two Wisconsin stations are new to the lineup: WXOW-TV LaCrosse and WMSN-TV Madison, both start-up independents and both replacing affiliate stations that previously carried the games. "The independents have less trouble making room on their schedule for the games than do affiliates," said Leit. Major advertisers for the games so far include Miller, True Value Hardware, Taco Bell, Sentry Food Stores and Blue Cross.

The Brewers retain rights to the radio broadcasts, which will be aired over originating station WTMJ(AM) Milwaukee and about 65 additional stations serving 49 markets, said Bill Haig, vice president, broadcast operations for the Brewers. Major radio network advertisers will include Pabst, Pepsi and Chevrolet. Milwaukee advertisers will include Amoco and Ariens lawn and garden equipment. Haig said all regular season games would be broadcast, along with 18 exhibition games.

Minnesota Twins

Broadcast television rights for the Minnesota Twins are held by United Television's KMSP-TV Minneapolis-St. Paul, which is in the second year of a four-year contract and this year will carry three preseason games starting March 9, followed by 58 regular season games (54 on the road, four at home). Although KMSP-TV has been broadcasting the games since 1979, it only acquired the rights last year from Midwest Federal Savings & Loan. Now Midwest, along with Miller Beer, are major sponsors, according to Stuart Swartz, KMSP-TV vice president and general manager.

WCCO(AM) is in the second year of a three-year contract and so far has signed 56 stations in a five-state network. Bob Houghton, general sales manager, says that "the same number the network had signed at this time last year, and expect to equal last year's total 62 affiliates." WCCO(AM) will air 12 preseason games and 162 regular-season contests plus an exhibition match against the University of Minnesota.

Major sponsors—"those with six figures"—include Anheuser-Busch, Farmer's Insurance, John Deere (lawn and garden equipment), Dodge, Midwest Federal Savings & Loan and Hardware Hank (regional hardware chain). Houghton said there is an increase in the number of smaller advertisers seeking shorter schedules this year because of higher rates broadcasters must charge to cover rights fees. Hougton said he has 14 advertisers that bought a minute or less per game. "The problem is a lot of the smaller advertisers want exclusivity and we can't offer that." As evidence that smaller advertisers are seeking the most economical schedules, all the spots in the pre- and post-game shows are sold out.

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Baseball on the birds

Major League Baseball Productions is launching the Baseball Radio Newsatellite, a programing service for local stations that will include scores, player interviews and game actualities. It is being marketed exclusively by Public Interest Affiliates, a Chicago-based radio program supplier ("Riding Gain," Jan. 27).

The Baseball Radio Newsatellite is scheduled to begin April 7 (the 1986 season's opening day) and will offer two daily feeds, Monday through Friday: a 30-minute early morning feed designed as a news highlight service and a second 15-minute afternoon feed that can also run as a self-contained program called *Baseball Today*. There will also be a 45-minute feed at 12:15 p.m. NYT on Saturday and Sunday. All transmissions will be sent via Satcom I-R. Providing the satellite time for the collection and distribution of the new service's programing will be IDB Communications, Los Angeles.

As for IDB, that firm is once again offering its Sports Satellite Interconnect for delivering (backhauling) radio broadcasts of away games back to the home city. Peter Hartz, IDB's vice president of marketing, reports that 22 of the 26 Major League Baseball team rights holders have signed for the service. IDB has transmit/receive earth stations in all of the MLB cities. Cost for both National and American League rights holders is $465 per game for all 81 away contests during the regular season.

Hartz also said that IDB will backhaul some 200 baseball games from 24 different locations in Arizona and Florida during spring training.

Montreal Expos

Canadian brewer Labatts has replaced competitor Carling O'Keefe as the broadcast television rights holder for the Montreal Expos, signing a five-year deal. (O'Keefe's contract was to terminate with the 1986 season, but the company relinquished its rights as it "re-focuses its promotional and marketing efforts.")

As with O'Keefe in previous years, Labatts will sell back the TV rights for a certain number of games to the Canadian Broadcasting Corp., which will carry the contests over both an English and French network. The CBC is expected to carry 28 games in English and 42 contests in French, said Pierre Gauvreau, group vice president for the Montreal Expos.

For radio, CFCF(AM) Montreal renewed its contract for another five years as the English rights holder. The station plans to transmit eight preseason games and the entire regular-season schedule to a 20-station network, all outside Quebec province. Major sponsors include General Motors.

Entering a new four-year pact for French radio rights is Telemedia Communications, which will transmit this season's games to a regional network of about 40 stations through its CKAC(AM) Montreal. Some of the advertisers for the French broadcasts are General Motors, Goodyear and Coca-Cola.

Looking at cable, The Sports Network, Toronto, will be starting its second season of baseball coverage for the Montreal Expos as it enters the first year of a new two-year arrangement. TSN, which is owned by Labatts, will air five pre-season and 40 regular-season games. It has a subscriber universe of 785,000.

New York Mets

Superstation WOR-TV New York, which has just been sold by RKO to MCA, will start its 24th consecutive year as the originator of New York Mets television broadcasts, a rights partnership arrangement it has had with the team since its inception in 1962.

The station, which sells the air time, is entering the last year of a five- year deal. Planned for 1986 are six preseason games and 87 regular-season contests (45 home and 42 away).

"Sales are very strong," said Peter Leon, WOR-TV vice president and general manager. All of last year's major advertisers are returning this year, Leon said. The list includes: Budweiser, Nissan, Manufacturers Hanover, Burger King, Oldsmobile dealers, Ivory Soap, Lincoln-Mercury dealers, Bell Atlantic, General Cigar and Metropolitan Life Insurance Co.

WHN(AM) New York, which has just been sold by Doubleday Broadcasting to Emmis Broadcasting, will be entering the first year of a new five-year pact. The station will feed a regional network, which is being set up by Rockville, Md.-based Independent Network Consultants, of some 22 stations. "That includes KDEO(AM) Honolulu each time Sid Fernandez pitches," said station vice president and general manager Pat McNally in reference to one of the Mets' potential starting pitchers for the 1986 season who is of Hawaiian descent. WHN will air 14 preseason games in addition to all regular season contests.

Major sponsors on the radio side include Budweiser, Amoco, Polaroid, Chrysler-Plymouth dealers, the New York State Lottery, Members Only, Kahn Meats and A.C. Delco.

SportsChannel is entering the fifth year of a 30-year deal for the team's pay-cabe rights and will carry 60 games, both home and away. Advertiser participation includes Anheuser-Busch, Manufacturers Hanover, Hertz, Toyota, Buick and TWA. The number of systems and fees are the same as those for the New York Yankees (see below).

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New York Yankees

WPIX(TV) New York is entering its 36th consecutive year of New York Yankees baseball telecasts with plans to air four preseason and 96 regular season games, the same as in 1985. Major sponsors in 1986 include Anheuser-Busch, Toyota and Dodge. The station holds the broadcast television rights and is in the second year of a three-year deal. However, it finds itself faced with a broadcast dilemma in the coming season due to the Yankees' decision to move the starting time of their night home games from 8 p.m. to 7:30 p.m. The station does not want to move its local weeknight independent News broadcast from 7:30 p.m. to 7, where it would compete head-on with the network newscasts in New York (BROADCASTING, Feb. 17). A WPIX spokesman said the station is still considering several options including showing the games on a "tape delay basis" and, possibly joining the contests "in progress" at 8 p.m.

There will be two new additions to WPIX's announcing team this season. Joining long-time veteran announcers Phil Rizzuto and Bill White will be former major league pitcher Jim Kaat and former Yankees manager Billy Martin. Moving over to radio will be Spencer Ross, who will join Bobby Mercer and John Gordon.

For radio, talk-formatted WABC(AM) is in its last year of a six-year agreement as the Yankees' originating station. The club retains the broadcast rights with Hackensack, N.J.-based Adler Communications handling game sales. WABC sells only pre- and post-game sales packages. Among the major sponsors in this category are Channel Home Centers, ADT (alarm systems), Nynex, Schaeffer beer, Long Island Savings, Ozark Airlines, Century Hardware, Krauszer's (a New Jersey covenience store chain) and the New York State Lottery. Some of the pre-game inventory, according to Jim Haviland, station vice president and general manager, includes spots for "Yankee related features" in the Art Russ Jr. sports talk show which begins at 6 p.m. The station will air 19 preseason games in addition to all regular season contests.

On the cable side, SportsChannel is entering the fifth year of a 15-year agreement. Like last year, the cable channel will air 40 games, both home and away. SportsChannel is carried on 57 systems in the New York metropolitan area as well as the upstate New York region. SportsChannel is also viewed in parts of Connecticut through SportsChannel of New England.

Major SportsChannel advertisers include Anheuser-Busch, Toyota, Hertz, Manufacturers Hanover, TWA, Goodyear and Dodge. Phil Rizzuto and Bill White will work the cablecasts along with sportscaster Mel Allen and former Yankee star Mickey Mantle. According to a company spokesman, system operators pay SportsChannel $4.50 per subscriber, per month. Subscribers pay an average of $8.50 per month for the cable service.

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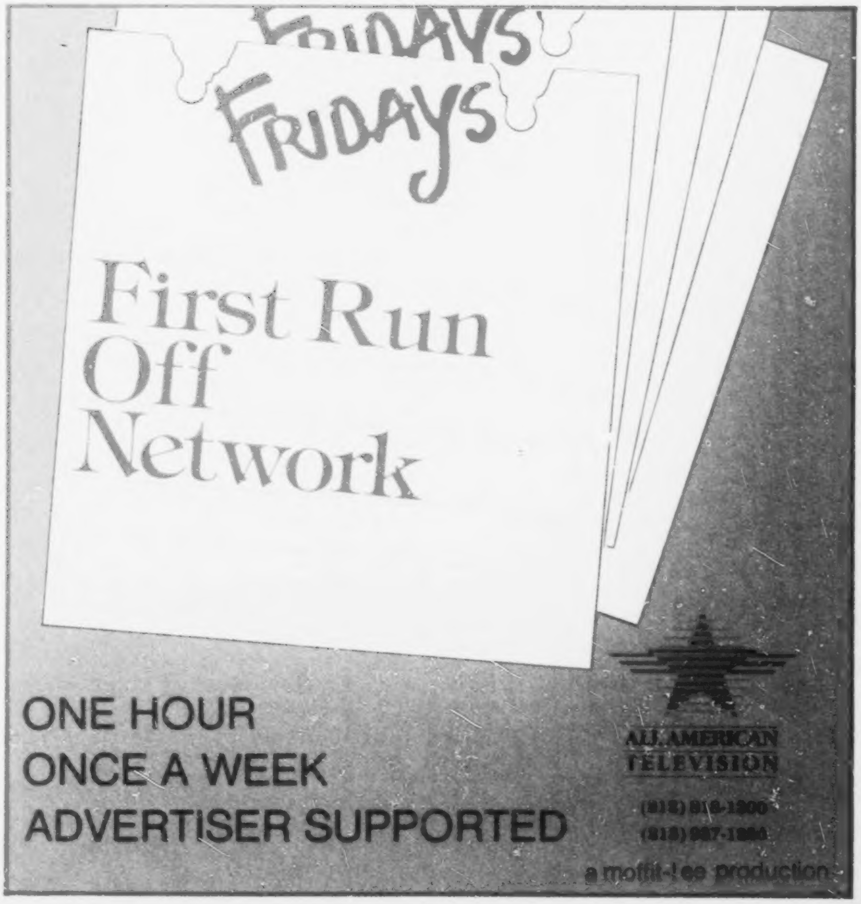
Oakland A's

The A's enter the second year of a three-year pact with CBS-affiliate KPIX(TV) San Francisco this year. For every 25 minutes that KPIX sells, the A's get to sell five. The 33 games that will be broadcast will be carried on both weekends and in prime time. There is no



cable coverage of the team in the San Francisco market.

Although Ann Miller, program director of the station said that the ratings for A's games were "not spectacular" last year, this year's team is young and has a number of players the team feels could be stars. Promotion for the games will attempt to develop name recognition and "star quality" for the players. The TV station currently has two sponsors—Toyota and the Northern California Toyota dealers. A third is said to be close at hand.

KSFO(AM)San Francisco is entering the second year of a three-year agreement that calls for sharing of promotion, marketing, merchandising and revenue. Jim Kline, vice president and general manager, said that the station's sales pace was "on schedule" with last year, perhaps a little ahead. In a market that is 16% hispanic, Spanish radio coverage will originate from KBRG(FM) Freemont.

Philadelphia Phillies

WTAF-TV Philadelphia is entering the third year of a contract that runs through 1992. Taft Broadcasting, which owns the station, also owns between 40% and 50% of the Phillies. The station will carry 90 games (68 road, 17 home and five exhibition), more than it has ever aired. Almost 40 of the games will feature a 30-minute pre-game show. WCAU(AM) there will again carry the team's full slate of games on radio.

Prism, one of the few remaining pure pay regional sports cable networks, will carry 26 home games and nine away games. Prism now has 364,000 subscribers and has carried Phillies games since its inception in 1976.

Pittsburgh Pirates

KDKA-AM-TV, which have been carrying Pirates games since 1955, are both entering the final year of two-year pacts. But both have an optional third year. The radio station will carry the team's full schedule, while the television station, a CBS affiliate, will carry 40 games this year (including three home games), 34 of which will be aired in prime time.

With the demise of Home Sports Entertainment in Pittsburgh before the start of last season, the Pirates have been without a cable deal. TCI, however, which owns the Pittsburgh cable system, confirmed last week that it is negotiating with the team for the cable rights. TCI's John Sie said if the company secures the rights to some Pirate games, it intends to carry them on a "locally originated" channel with other forms of entertainment programing. Sie said that TCI was considering a sort of "hybrid" plan where the system would sell advertising on the channel and perhaps impose a subscriber fee as well.

San Diego Padres

"We are broadcasting four games this season in stereo," reports Steve Silverman, baseball producer for KCST(TV) San Diego, which will originate coverage of 51 Padres road games (including two preseason matches from Yuma). "That's a first for us." The NBC affiliate has been set up for stereo broadcasting since early last year. Silverman says the station will have five cameras and three tape replay units at each contest.

Play-by-play will be handled again this year by Jerry Coleman and Dave Campbell. Major sponsors signed by the station include Anheuser-Busch.

KCST will be operating on a one-year extension of a three-year contract, with negotiations under way for a new long-term deal.

In an unusual arrangement, the Padres pick up KCST's origination of its games for distribution to seven other broadcasters via its own television network. The stations are free to sell their own advertising within the games.

The Padres have also bought back distribution rights to their English-language radio coverage, although KFMB(AM) San Diego continues to originate the programing.

"We're taking the radio in-house," said the team's newly named director of broadcasting, Jim Winters (previously with the Cincinnati Reds). "We're buying the rights to our games from KFMB and selling the time ourselves. This is a first in the team's history." The Padres are selling all advertising within the games themselves, plus the pre-and post-game shows.

Anheuser-Busch is the prime in-game sponsor, to be joined by Chevrolet and Home Federal Savings & Loan. Coleman and Campbell will provide play-by-play, with Bob Chandler and Ted Lightner providing commentary when the former are on television.

According to KFMB vice president and general manager, Paul Palmer, sale of spots in Padres-related programing, such as sports talk shows, "is going very well." He said promotion within talk programing began "right after the Super Bowl" and includes listener involvement tie-ins. "We are also doing concert promotions with the team," he said, "including the traditional main event with the Beach Boys, this year on May 18 after the Montreal game."

Cox Cable will jointly produce pay-per-view coverage with the Padres for distribution on its San Diego system and nearby franchises operated by Southwestern Cable and American Television & Communications. A total of 41 home games will be shown in the arrangement in 1986, its third successive year. "It's been tremendously successful," reported Kathleen Tyner, an assistant to the Padres' Winters. Chandler and Lightner provide play-by-play commentary.

XEXX(AM) Tijuana, Mexico, has signed a new three-year contract for continuation of its Spanish-language coverage, primarily feeding other stations in Mexico.

San Francisco Giants

Oakland's KTVU(TV) is in the third year of a five-year contract with the Giants for local coverage of the San Francisco team. Program manager Caroline Class expects to originate 31 games this year, give or take one. No exhibition games are slated and the first broadcast is set for April 8.

Miller Beer and the Northern California Toyota dealers are among the returning sponsors.

Miller Beer and the Northern California Toyota dealers are among the returning sponsors.

According to Class, coverage will be "pretty much the same thing as we've done for a long time, the same number of games, the same breakdown of teams and the same format." Gary Park is expected to continue as play-by-play announcer.

According to San Francisco Giants spokesman Mike Shapiro, the team will offer pay cable coverage this season for the first time under a recently-signed agreement with San Jose-based Gill Cable. The Giants will co-produce a 45-game package with Gill for distribution on the Gill-operated Bay Area Interconnect, which distributes regional programing to systems owned by Western, Viacom and Gill Cable throughout the San Francisco Bay Area. Subscribers may view the games in any of four configurations: a "full season" ticket of 45 games ($154), a 22 "night game only" package ($99), a mix of 22 night and day games ($99) and on a pay-per-view basis ($5.95 each). All fees are suggested retail prices. One pre-season game will kick off the partnership on April 6.

Jay Barrington, KNBR(AM) San Francisco sports director, is coordinating radio origination this year of the team's 152 home and 13 pre-season games. A major outdoor billboard campaign is among a number of client and listener promotions being planned.

Hank Greenwald has provided radio play-by-play in the past but it was not known last week whether he would continue this year.

Broadcast origination of the Giants was

somewhat unresolved until recently in the wake of aggressive (but thus far unsuccessful) attempt by owner Bob Lurie to get his team out of the windswept Candlestick Park. The Giants will stay put for at least the coming season.

Seattle Mariners

KIRO(AM) Seattle will have a package of 162 regular-season and 20 exhibition games this year. The station has put together a regional network of about 20 stations in Oregon, Montana, Idaho and Alaska. Bill Aanenson, local sales manager, is pleased with the progress of sales, pointing out that Seattle, for its size, has a large assortment of professional sports competing with baseball for advertising dollars. On the client roster for 1986 are Chevron, Farmer's Insurance, Pepsi-Cola, Puget Power, GTE and Mazda.

Mariners baseball has a new originating TV station this year—KIRO-TV. It will telecast 37 regular-season games and some exhibition contests. Glen Wright, vice president and general manager, said a regional network has lined up stations in Portland, Ore., Anchorage, Spokane, Wash., Boise, Idaho, and Yakima, Wash. Among the advertisers signed for KIRO-TV's coverage are Budweiser, Toyota, Midas Mufflers and Snapper mowers.

St. Louis Cardinals

The Cards games will be broadcast over KMOX(AM) St. Louis in a package of 162 regular-season contests and a number of exhibition games. A regional network of about 115 stations will carry the Cards schedule.

Bob Hyland, regional vice president, CBS Radio, said sales are progressing well and listed these major advertisers: Chevrolet, Anheuser-Busch, Amoco, Ozark Airlines, True Value, McDonald's, TWA and the Carrier Corp.

Television coverage of the redbirds will be by KSDK(TV), which will celebrate its 24th year telecasting the games. William Bolster, vice president and general manager, reports that sales are "moderate" because of the multiplicity of sports programing in the market. Principal advertisers are Kroger's, Toyota, McDonald's, TWA and Midas. KSDK will be telecasting between 44 and 50 games and will feed them to a network of about 15 stations.

There will be pay television coverage of about 50 Cards home games by Cencom Cable Associates. Scott Widham, general manager of Cencom, said systems with almost 200,000 subscribers have signed for the coverage.

Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the second year of a five-year deal as broadcast rights holder for the Rangers. The rights pact is part of an overall agreement whereby Gaylord purchased 35% of the club. (Eddie Chiles still owns the remaining shares).

KTVT will air 50 away games during the regular season, a portion of which will be picked up by a five-state regional network of 15 stations. KTVT plans no preseason games.

Major TV advertisers for the 1986 season include: Budweiser, the principal beer sponsor, Delta, Toyota, True Value Hardware, Dr Pepper, Absorbine Jr. and Canon cameras.

On the radio side, WBAP(AM) Fort Worth will begin its 13th consecutive year of Rangers broadcasts as it enters the second year of a

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Composed of lawyers involved in the representation of clients in the broadcasting, cable television, publishing, cellular telephone, and paging industries.

March, 1986

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four-year rights deal. WBAP will also serve as the orginating station for a regional network of 10-12 stations that will include WCCF(AM) Punta Gorda, Fla., site of the Rangers spring training camp. Some of the station's radio sponsors are: Budweiser, True Value, Dr Pepper, Coca-Cola, GTE and Delta, all of which are returning advertisers. "There are also a number of new advertisers coming on board," said Mike O'Donnell, director of sports sales for WBAP.

Home Sports Entertainment, a division of the Houston Sports Association, holds the pay-cable rights. The cable network plans to air 60 home games. They will be carried on 85 systems in a five-state area—although the majority are in Texas—with a subscriber universe of about 170,000.

◆

Toronto Blue Jays

Telemedia Broadcast Services is beginning the first year of a new four-year contract to broadcast the Blue Jays over a 52-station network from originating station CJCL(AM) Toronto. In the second year of coast-to-coast coverage (previously, broadcasts were confined to Ontario province), TBS will carry seven preseason games and 162 regular-season games. Len Bramson, TBS president, said that major sponsors include McDonald's, Coca-Cola, Duracell batteries, Champion spark plugs, Labatts and the Canadian Imperial Bank. Bramson said that advertising on the radio network was up about $800,000 over last year, in part because TBS increased its rates from $40,000 a 30-second spot to $60,000. "It's the biggest show in Canada."

Television broadcast rights for the Blue Jays are held by Labatts brewery, which also owns 45% of the team. The games will be broadcast over the CTV network. Cable rights are held by the The Sports Network, a Toronto-based pay sports network that will carry 40 regular-season games. TSN has just under 800,000 subscribers.

Technology

HDTV in sharp focus at Prague meeting

International broadcast unions develop mixed final document on HDTV, which cites wide support of production proposal but notes continued uncertainty of some key European nations and others

A world standard for high-definition television studio systems received a boost of sorts at a gathering of nine international broadcast unions in Prague Feb. 17-23.

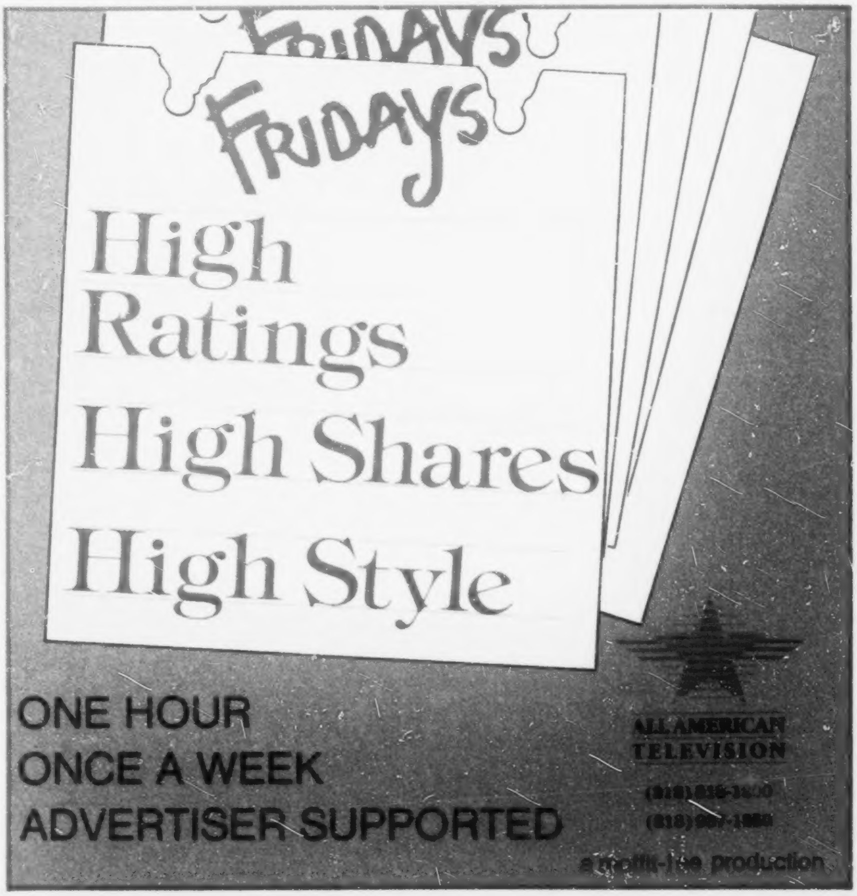
The Interunion meeting, attended by 200, including representatives of U.S. TV networks, developed a mixed final document on HDTV, recognizing both the extensive support for a U.S.-backed HDTV proposal, and the continued uncertainty among some key broadcasters in Europe and elsewhere ("Closed Circuit," Feb. 24).

It was the first such conference of the organizations since a 1983 event in Algiers, and a total of 20 technical recommendations were developed in areas such as digital television tape recording, satellite broadcasting of HDTV and international auxiliary frequency standards. Television and radio programing and legal issues were also discussed.

The meeting was not the last or most important arena for HDTV considerations—conclusive discussion of the HDTV question is set for next May's plenary meeting of the CCIR (International Radio Consultative Committee) in Yugoslavia—but some viewed it as a possible indicator of sentiment on the issue prior to the final CCIR deliberations.

In the end, much of the tone of the groups' final HDTV resolution reflected that of the CCIR proposal, which cites parameters of a Japanese-originated HDTV production technology with 1,125 horizontal lines, a 16:9 aspect ratio and a 60 hertz field rate with interlace scanning. (The parameters themselves were not included as part of the Interunion recommendation as some parties had originally requested, but only within an annex to the document.)

The groups, eight of which approved the document, cited the "widespread support" received by the proposal, and noted the advantages of a single HDTV world standard and the "broad applications [and] urgent demand" for the technology. The groups also expressed concern that postponement of a decision on an HDTV studio standard would "most probably" lead to the establishment of



High
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a [illegible] production

Miller. And with the cash beginning to role in from Embassy's *Facts of Life*, Coca-Cola executives are already betting that Embassy will be the largest contributor to EBS's operating income this year.

Although theatrical film releases have been the largest contributors to EBS's operating revenues (passing the $1-billion mark in 1985), more than half the profits have come from the off-network syndication of television series. Last year, Columbia Pictures Television had operating income in excess of $100 million, said Vincent, with *Carson's Comedy Classics* and first-run episodes of *What's Happening Now!* the major contributors. After income from theatrical releases and other operations are added and overhead and corporate charges are accounted for, the Entertainment Sector saw its operating income increase 33% to $161 million. Profit margin was a handsome 15%.

Those at the top of Coke's entertainment business are not old-boy show business executives who started out as agents or producers. Indeed, they are mostly low-key, very button-down Wall Street lawyers or businessmen who came to the business later in their careers after rising to senior levels in other, unrelated areas. It is the only major studio to keep its headquarters in New York.

Vincent came into the business after having served as a director of finance with the SEC in Washington and, before that, as a securities lawyer with a Washington law firm. He joined Columbia Pictures in 1978 at the invitation of Herbert Allen, the New York investment banker whose firm was a major stockholder in Columbia Pictures. Richard Gallop, president and chief operating officer of Columbia Pictures Industries, practiced corporate law on Wall Street before serving as Columbia's outside legal counsel to help fend off Kirk Kerkorian's takeover fight for Columbia Pictures. Classmates at Williams College, Gallop and Vincent occasionally crossed paths after they went to different law schools (Vincent to Yale; Gallop to Harvard). Gallop finally moved in-house to Columbia in 1981 as senior vice president and general counsel.

Frank Biondi, former HBO president and chairman, who joined Coca-Cola as executive vice president of its Entertainment Business Sector 13 months ago, describes Coca-Cola strategy as "essentially financially based." The parent company in Atlanta wants to see steady growth in both absolute earnings at the operating level and return on investment—pretty traditional criteria. Says Vincent: "We are not buyers and sellers of

NBC's regular schedule powers it to another win

NBC won another rating victory during the week of Feb. 17-23, helping it to hold its February sweeps lead. According to Nielsen, NBC had a 17.5 average rating for the week and a 27 average share. CBS had a 17.1/26 and ABC a 15.4/24. By week's end, NBC had an 18/28 in the Nielsen sweep averages, while CBS and ABC trailed with 17.6/27 and 14.8/23, respectively.

NBC relied on its regular programing for its win. Of NBC's special sweeps programing, only the theatrical "Flashdance" (18/27) received respectable numbers, although it finished third in its time period. NBC's Sunday movie, "The Fifth Missile," scored a poor 14.7/22. CBS received a 19.6/30 for "One Terrific Guy," its *CBS Tuesday Night Movie*, and a 22.9/35 for the first part of "Blood and Orchids," its Sunday night *Special Movie Presentation*, which ranked eighth for the week.

Two of NBC's Saturday series recorded season-to-date highs: *Golden Girls* (25.2/41) and *227* (22.2/37). And the network got another strong showing from its Thursday lineup. *The Cosby Show*, featuring a guest appearance by Stevie Wonder, scored a 36.4/53 to rank first for the week. *Remington Steele* appeared on NBC's schedule twice during the week. In its final Tuesday appearance, from 10 to 11, it scored a 13.8/22, and in its new Saturday 10 to 11 slot, it improved to a 15.6/28.

CBS turned in strong performances on Monday (the closest ratings finish among the three networks during the week), Friday (despite a 15th-place finish for *Dallas*), and Sunday (with third- and fourth-place finishes for *Murder, She Wrote* and *60 Minutes*).

ABC continued to see improvement in *Dynasty*, which finished ninth for the week. It also got strong numbers on Tuesday, with the 10th- and 13th-rated *Who's the Boss* (22.3/32) and *Growing Pains* (22/32), from 8 to 9. And on Thursday from 9 to 10, *Dynasty II: The Colbys* (16.2/23) outranked CBS's *Simon and Simon* (15.7/23) for the first time this season. Both shows, however, finished behind NBC's two comedies from 9 to 10, the sixth-ranked *Cheers* (23.4/34) and 14th-ranked *Night Court* (20.9/30).

- NBC scored a 17.7/26 on Monday, edging CBS (17.4/26) and ABC (17.2/25). What lifted NBC above the competition was the second strong showing in two weeks of *TV Bloopers and Practical Jokes* (17.2/25), from 8 to 9.
- ABC won Tuesday by winning the night's first two hours. CBS won from 10 to 11 with the second hour of "One Terrific Guy."
- In ABC's Wednesday win (19.3/30), *Dynasty* (22.8/34) and *Hotel* (19.8/33) ranked ninth and 17th, respectively. NBC was second for the night with a 17.4/27, on the strength of the 12th-ranked *Highway to Heaven* (22.2/33) from 8 to 9.
- Following NBC's winning 8-to-10 Thursday comedy block, the second part of a two-part *St. Elsewhere* scored a 16.5/26, to come in third in the time period. NBC had a 24.2/36 for the night over all.
- CBS again carried Friday with *Dallas* (20.8/32), despite its 15th-place ranking for the week. CBS had a 17.5/28 for the night, compared to a 16/26 for NBC. From 8 to 9 on NBC, *Misfits of Science* (10.9/18) made its final appearance before going on hiatus.
- NBC, with record numbers from 9 to 10 on Saturday with *Golden Girls* and *227*, scored 19.2/33, was almost seven points above CBS's 12.6/21 for the night over all.
- NBC's "Fifth Missile" ranked third from 8 to 10:30, and second from 10:30 to 11 on Sunday. Part 1 of "Crossings" on the *ABC Sunday Night Movie* had a 17.5/27 to rank second behind "Blood and Orchids." With a 24.6/37, CBS's Sunday was the week's highest-ranked night.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.4/53
2.	Family Ties	NBC	31.8/46
3.	Murder, She Wrote	CBS	26.4/38
4.	60 Minutes	CBS	25.6/40
5.	Golden Girls	NBC	25.2/41
6.	Cheers	NBC	23.4/34
7.	Miami Vice	NBC	23.3/38
8.	Blood & Orchids, pt. 1	CBS	22.9/35
9.	Dynasty	ABC	22.8/34
10.	Who's the Boss	ABC	22.3/33
11.	227	NBC	22.2/37
12.	Highway to Heaven	NBC	22.2/33
13.	Growing Pains	ABC	22.0/32
14.	Night Court	NBC	20.9/30
15.	Dallas	CBS	20.8/32
16.	Kate & Allie	CBS	20.0/28
17.	Hotel	ABC	19.8/33
18.	One Terrific Guy	CBS	19.6/30
19.	Facts of Life	NBC	19.4/33
20.	Moonlighting	ABC	18.9/28
21.	Knots Landing	CBS	18.4/30
22.	Newhart	CBS	18.0/27
23.	Choices	ABC	18.1/27*
24.	Flashdance	NBC	18.0/27
25.	A-Team	NBC	17.8/26
26.	Crossings, pt. 1	ABC	17.5/27
27.	Gimme a Break	NBC	17.4/26
28.	Webster	ABC	17.4/28
29.	20/20	ABC	17.3/28
30.	TV Bloopers & Practical Jokes	NBC	17.2/25
31.	Mr. Belvedere	ABC	17.1/27
32.	Scarecrow & Mrs. King	CBS	17.0/26
33.	Falcon Crest	CBS	16.6/27
34.	St. Elsewhere	NBC	16.5/26
35.	Dynasty II: The Colbys	ABC	16.2/23
36.	Cagney & Lacey	CBS	16.0/26
37.	[illegible]	NBC	16.0/23
38.	Blacke's Magic	NBC	15.9/23
39.	Simon & Simon	CBS	15.7/23
40.	Remington Steele	NBC	15.6/28
41.	Magnum, P.I.	CBS	15.4/22
42.	MacGyver	ABC	15.3/23
43.	Hardcastle & McCormick	ABC	15.3/22
44.	Disney Sunday Movie	ABC	15.0/23
45.	Twilight Zone	CBS	14.9/24
46.	Fifth Missile	NBC	14.7/22
47.	St. Elsewhere	NBC	14.2/24
48.	Spenser: For Hire	ABC	13.9/23
49.	Knight Rider	NBC	13.9/21
50.	Remington Steele	NBC	13.8/22
51.	Love Boat	ABC	13.1/24
52.	Equalizer	CBS	13.0/23
53.	Diff'rent Strokes	ABC	12.2/20
54.	Airwolf	CBS	11.7/22
55.	Welcome Home, Bobby	CBS	11.6/21
56.	Mary	CBS	11.5/18
57.	Foley Square	CBS	11.2/18
58.	Crazy Like A Fox	CBS	11.1/17
59.	Misfits of Science	NBC	10.9/18
60.	Silver Spoons	NBC	10.7/16
61.	He's the Mayor	ABC	10.4/16
62.	Trapper John, M.D.	CBS	10.2/15
63.	Punky Brewster	NBC	10.0/16
64.	Fortune Dane	ABC	9.8/16
65.	Redd Foxx Show	ABC	9.0/16
66.	Benson	ABC	8.4/14
67.	Fall Guy	ABC	7.1/12
68.	Ripley's Believe It or Not	ABC	6.9/10

*indicates premiere episode

42nd St., New York 10036. Principal is owned by Reynold Anselmo (23.899%), Frank L. Fouce (25.406%), Emilio Azcarraga (20%) and 25 others. It is New York-based owner of seven TV's. Filed Feb. 12.

■ Denver—Mountain States Telecasters seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,646 ft.; ant. height above ground: 97.5 ft. Address: P.O. Box 984, Little Rock, Ark. 72203. Principal is equally owned by Dr. George S. Flinn and Jimmy C. Cowsert. Cowsert owns CP for LPTV in Little Rock, Ark. Flinn's brother, Fred, owns CP for new AM in Arlington, Tenn. Filed Feb. 12.

■ Denver—Sky High Telecommunications Co. seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,176 ft.; ant. height above ground: 75 ft. Address: 2680 S. University Blvd., 80210. Principal is owned by Rochon Dibble (5% ownership) (100% voting stock) and Carver L. Henry and Harold Dutton (47.5% voting stock). Henry owns WQCK(FM) Baton Rouge, La. Dutton has interest in KTHT-TV Alvin, Tex. Filed Feb. 12.

■ Denver—Amador Broadcasting Ltd. seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 960 ft.; ant. height above ground: 190 ft. Address: 2791 South Linley Ct., 80236. Principal is owned by Richard Amador, who has no other broadcast interests. Filed Feb. 12.

■ Denver—Continental Divide Television Partners seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,088.7 ft.; ant. height above ground: 137.5 m. Address: 4700 W. 6th St., 80204. Principal is owned by William R. Greenwood and Larry E. Elam-Floyd. It has no other broadcast interests. Filed Feb. 12.

■ *West Milford, N.J.—Family Stations Inc. seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 1,481 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal is nonprofit corporation headed by Harold Camping. Filed Feb. 11.

■ West Milford, N.J.—New Jersey Hispanic Educational Television Corp. seeks ch. 59; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 521.5 ft.; ant. height above ground: 176 ft. Address: 664 Gregory Ave., Clifton, N.J. 07011. Principal is nonprofit corp. headed by Delia Murphy, Adolfo Carrion, Adelo Murphy and Simon Castillo. It has no other broadcast interests. Filed Feb. 12.

■ Morehead City, N.C.—Local Television Associates Inc. seeks ch. 8; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,965 ft.; ant. height above ground: 1,960. Address: 608 Ann St., Beaufort, N.C. Principal is owned by John W. Gainey and Clawson A. Hicks (45% each) and Frederick J. McCune (10%). It has no other broadcast interests. Filed Feb. 11.

■ Blacksburg, Va.—Southwest Virginia Television seeks ch. 65; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 876.2 ft.; ant. height above ground: 300 ft. Address: 405 Washington Ave., Vinton, Va. 24179. Principal is equally owned by Ann Cranwell; her sister-in-law, Susan, and her aunt, Carol, and Howard Hale. It owns CP for new TV in Roanoke and intends to operate station as satellite. Filed Feb. 11.

■ Blacksburg, Va.—New River Communications Inc. seeks ch. 65; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 126 ft. Address: 2502 Capistrano Dr., 24060. Principals are Birdie Hariston Jamison and Dr. Johnnie Miles. It has no other broadcast interests. Filed Feb. 11.

Facilities Changes

Applications

AM's

Tendered

■ **WAYD** (1190 khz) Ozark, Ala.—Seeks CP to change freq. to 1200 khz and increase power to 10 kw. App. Feb. 24.

■ **KIAM** (1270 khz) Nenana, Alaska—Seeks mod. of CP to change freq. to 630 khz. App. Feb. 18.

■ **WRHC** (1550 khz) Coral Gables, Fla.—Seeks CP to change freq. to 1560 khz; increase day power to 50 kw; increase night power to 4.4 kw, and change TL. App. Feb. 21.

■ **KTOL** (1280 khz) Lacey, Wash.—Seeks CP to change city of lic. to Lacey-Olympia, Wash. App. Feb. 24.

Accepted

■ **WIXC** (1140 khz) Hazel Green, Ala.—Seeks MP to make changes in ant. sys. App. Feb. 24.

■ **KWBE** (1450 khz) Beatrice, Neb.—Seeks CP to make changes in ant. sys. App. Feb. 21.

■ **KRMG** (740 khz) Tulsa, Okla.—Seeks MP to augment nighttime modified standard radiation pattern. App. Feb. 19.

■ **KSDN** (930 khz) Aberdeen, S.D.—Seeks CP to make changes in ant. sys. App. Feb. 18.

■ **KNKK** (800 khz) Brigham City, Utah—Seeks CP to make changes in ant. sys. App. Feb. 19.

FM's

Tendered

■ ***WPBX** (91.3 mhz) Southampton, N.Y.—Seeks CP to change ERP to 2 kw and change HAAT to 154.82 ft. App. Feb. 19.

Accepted

■ **KZZZ** (94.7 mhz) Kingman, Ariz.—Seeks mod. of CP to change TL, change ERP to 45.709 kw, and change HAAT to 2,491.88 ft. App. Feb. 21.

■ **KKLT** (98.7 mhz) Phoenix—Seeks CP to change TL, change ERP to 29.5 kw, and change HAAT to 631.6 ft. App. Feb. 19.

■ **KDJK** (95.1 mhz) Oakdale, Calif.—Seeks mod. of CP to change ERP to 29.5 kw and change HAAT to 631.6 ft. App. Feb. 19.

■ **KMIX** (98.3 mhz) Turlock, Calif.—Seeks CP to change ERP to 2 kw. App. Feb. 21.

■ ***WJIS** (88.1 mhz) Bradenton, Fla.—Seeks mod. of CP to move main SL outside community of lic. App. Feb. 20.

■ **WYZB** (105.5 mhz) Mary Esther, Fla.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. Feb. 19.

■ **WJGA-FM** (92.1 mhz) Jackson, Ga.—Seeks CP to change ERP to 2.15 kw and change HAAT to 375 ft. App. Feb. 19.

■ ***WNIU-FM** (89.5 mhz) De Kalb, Ill.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 24.

■ **KEZT** (104.1 mhz) Ames, Iowa—Seeks CP to change TL and change HAAT to 1,008.93 ft. App. Feb. 21.

■ **WBIF** (105.5 mhz) Bedford, Ind.—Seeks mod. of CP to change TL. App. Feb. 19.

■ **WKDQ** (99.5 mhz) Henderson, Ky.—Seeks mod. of CP to change ERP to 100 kw. App. Feb. 20.

■ **WDJX** (89.7 mhz) Louisville—Seeks CP to change ERP to 24 kw and operate non-DA. App. Feb. 20.

■ **WAKH** (105.7 mhz) McComb, Miss.—Seeks CP to change TL. App. Feb. 21.

■ ***KCWA-FM** (89.9 mhz) Arnold, Mo.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 20.

Summary of broadcasting
as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ **KPQX** (92.5 mhz) Havre, Mont.—Seeks CP to change ERP to 95.67 kw and make changes in ant. sys. App. Feb. 19.

■ **WPST** (97.5 mhz) Trenton, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 429.68 ft. App. Feb. 28.

■ **WBLK-FM** (93.7 mhz) Depew, N.Y.—Seeks mod. of lic. to move main SL to 712 Main Street, Buffalo, N.Y., outside community of lic. App. Feb. 18.

■ **WKRR** (92.3 mhz) Asheboro, N.C.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 19.

■ **WWMZ** (98.3 mhz) Fredericktown, Ohio—Seeks mod. of CP to change TL, change ERP to 2 kw, and change HAAT to 389.99 ft. App. Feb. 21.

■ **WYNT** (95.9 mhz) Upper Sandusky, Ohio—Seeks mod. of CP to change TL and change HAAT to 298 ft. App. Feb. 19.

■ **KRAV-FM** (96.5 mhz) Tulsa, Okla.—Seeks mod. of CP to change TL, change ERP to 96.2 kw, and change HAAT to 1,326.76 ft. App. Feb. 19.

■ **WHYL-FM** (102.3 mhz) Carlisle, Pa.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 21.

■ **WHTX** (96.1 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Feb. 20.

■ **WDXZ** (104.5 mhz) Mount Pleasant, S.C.—Seeks CP to change ERP to 28 kw and change HAAT to 656 ft. App. Feb. 21.

■ **KSDN-FM** (94.1 mhz) Aberdeen, S.D.—Seeks CP to change ERP to 100 kw and change HAAT to 438 ft. App. Feb. 21.

■ **KGLF-FM** (103.3 mhz) Freeport, Tex.—Seeks mod. of CP to change HAAT to 993.84 ft. App. Feb. 21.

■ **KLTG** (100.3 mhz) Lamesa, Tex.—Seeks mod. of CP to change TL and change HAAT to 1,000 ft. App. Feb. 19.

■ **WMJR** (107.7 mhz) Warrenton, Va.—Seeks CP to change TL, change ERP to 45 kw, and change HAAT to 514.96 ft. App. Feb. 20.

■ **KQQQ-FM** (104.9 mhz) Pullman, Wash.—Seeks CP to change TL, change ERP to 50 kw, and change HAAT to 1,669 ft. App. Feb. 21.

■ **WAEZ-FM** (106.3 mhz) Milton, W.Va.—Seeks CP to change ERP to 260 kw and change HAAT to 1,091.58 ft. App. Feb. 21.

■ **WPBB** (100.1 mhz) Romney, W.Va.—Seeks mod. of CP to change TL, change ERP to .205 kw, change HAAT to 1,271 ft., move SL to Sherman District, W.Va., outside community of lic. App. Feb. 19.

■ **WJVL-FM** (99.9 mhz) Janesville, Wis.—Seeks CP to change TL, change ERP to 19 kw, and change HAAT to 500 ft. App. Feb. 18.

TV's

Accepted

■ **KVVT** (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw, aur. 645.6 kw. App. Feb. 20.

■ **WRDG** (ch. 16) Burlington, N.C.—Seeks CP to move SL outside community of lic. App. Feb. 18.

■ **WYBE** (ch. 35) Philadelphia—Seeks MP to change ERP to vis. 323.6 kw; change HAAT to 558 ft.; replace ant., and change TL. App. Feb. 18.

Actions

AM's

■ **WEIS** (990 khz) Centre, Ala.—Returned app. to increase power to 1 kw. Action Feb. 13.

■ **WKEA** (1330 khz) Scottsboro, Ala.—Granted app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Feb. 11.

■ **KLFF** (1360 khz) Glendale, Ariz.—Granted app. to change TL. Action Feb. 10.

■ **KNBY** (1280 khz) Newport, Ark.—Granted app. to make changes in ant. sys. Action Feb. 10.

■ **KHTH** (1130 khz) Dillon, Colo.—Granted app. to change TL. Action Feb. 12.

■ **WADU** (830 khz) Norco, La.—Granted app. to increase day power to 5 kw and night power to 750 kw, change TL, and make changes in ant. sys. Action Feb. 11.

■ **KYLT** (1340 khz) Missoula, Mont.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ **KRKX** (1010 khz) Milwaukee, Ore.—Returned app. to increase power to 5 kw. Action Feb. 24.

■ **WCCS** (1160 khz) Homer City, Pa.—Granted app. to in-

51750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 10

ANNOUNCING SOMETHING NEW ON TELEVISION IN NEW YORK, LOS ANGELES, CHICAGO, DALLAS, WASHINGTON AND HOUSTON.

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55th Year 1986

Scramble over scrambling

Vol. 110 No. 10

Broadcasting ▫ Mar 10

Advancing on the NCTA convention
Scrambled voices get Hill hearing
The deal is off between MPAA and NCTA

EMOTIONAL ISSUE □ Highly charged atmosphere at House hearing on scrambling of broadcast and cable signals. PAGE 35.

MINORITY VIEW □ Committee of dissident broadcasters forms to fight must-carry compromise. Survey of cable camp finds approval of new pact. PAGE 37.

DEAL APPROVAL □ Boards of Turner Broadcasting and MGM/UA agree to merger as Turner makes final pitches for investor financing. PAGE 39.

HOLLYWOOD DISPUTE □ Producers and networks disagreeing on license fees for fall pilots. PAGE 41.

FAIRNESS COMPLAINT □ RTNDA leads list of petitioners claiming that fairness doctrine is at odds with First Amendment. PAGE 42.

NCTA 86 □ National Cable Television Association convention convenes next week in Dallas with must carry, compulsory license, PPV and scrambling topping the agenda. PAGE 46. A complete listing of firms exhibiting their products begins on PAGE 54.

YEAR FIVE □ Dan Rather celebrates his fifth anniversary anchoring *The CBS Evening News* with the program's 200th consecutive weekly ratings win over NBC and ABC. PAGE 72.

OPENING COURTS □ New York judge is leading drive to get cameras into New York state's trial courts. PAGE 73.

CBS LITIGATION □ Network is being sued by German national for *Evening News* piece on international arms dealing. PAGE 73.

FINAL WORD □ Supreme Court refuses to review appeals court decision in Christine Craft case. PAGE 74.

SMOOTH SAILING □ Alfred Sikes gets warm reception at Senate Commerce Committee confirmation hearing for nomination to top National Telecommunications and Information Administration post. PAGE 75.

STV SPLIT □ Commenters divided at FCC on reclassification of subscription television service. PAGE 78.

TECHNICAL TALK □ This year's NAB convention will boast the most extensive look at engineering concerns in the association's history. PAGE 87.

BROADCAST TABOO □ Hartford UHF independent airs theatricals with profanity and frontal nudity intact. PAGE 90.

RADAR REPORT □ ABC takes the top three spots in the fall RADAR survey. PAGE 91.

CUTTING BACK □ Some record companies curb use of independent promoters in wake of payola story on NBC News. PAGE 92.

ALL THE WAY TO THE BANK □ Station broker Frank Kalil gave up comedy for the business of trading broadcast stations. But he's still smiling. PAGE 111.

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...measured networks include 76% of adult men, [illegible] of adult women and 8[illegible] of teenagers. The audience estimates in the survey are rating averages extending over a 48-week period from November 1984 to October 1985.

Some record companies cutting back on use of independent promoters

Moves come in wake of NBC News report on alleged payola in industry

Radio stations may be seeing less of independent record promoters in the coming weeks due to action taken by a growing number of record labels in suspending use of independent promotion.

The move follows a Feb. 24 *NBC Nightly News* report alleging widespread payola among independent record promoters as well as a purported link to organized crime ("Riding Gain," March 3). Three days later, a New York federal grand jury subpoenaed the Recording Industry Association of America (RIAA) for documents concerning the role of independent record promotion firms.

The list of record companies that are now maintaining some distance from independent promotion services includes Capitol Industries-EMI Inc., RCA/Ariola, CBS Records, Warner Communications Inc. and MCA Records.

Bhaskar Menon, president and chief executive officer of Capitol, acknowledged that a decision to suspend the use of independent promotion "was prompted" by the NBC News story. "Although we have no evidence to support the NBC allegations," said Menon, "the necessary and responsible corporate conduct must be to assure ourselves that our company does not contribute unwittingly to any problem that may exist." Menon said the company has retained the law firm of Latham & Watkins to review the Capitol, EMI America and Manhattan labels' "long-standing antipayola program."

Both RCA/Ariola and CBS Records have separately said that they have no knowledge of illegal activities of independent promotion firms, but are concerned about the negative perception the recent allegations would raise. RCA/Ariola said it is "immediately suspending" use of independent promotion firms "until the various investigations presently under way are completed and the facts known." CBS said it will "curtail substantially" its use of independent promoters during the investigations and will "re-evaluate" its position as they proceed. Warner said it will "immediately cease" the use of independent promoters, and MCA is reported to have said it will no longer employ some of its independent promoters.

At the time it was subpoenaed for documents on independent promotion practices, the RIAA's board of directors, composed of major record company executives, issued a statement saying it had "no knowledge that any firm or individual with whom our [member] companies do business is engaged in any illegal activity, contrary to reports in recent televised network broadcasts." The RIAA statement added: "If law enforcement agencies were to inform us that such individuals or firms are engaged in any illegal activities, we'll take immediate and decisive corrective action." The RIAA board said the record industry has been "indiscriminately malign[ed] by insidious innuendo" that "unfairly taint[s] the innocent."

Reports of payola in the record and radio industries tend to surface from time to time. In 1984, the House Subcommittee on Oversight and Investigations launched a preliminary inquiry into then allegations of improper activities in the record industry.

NBC edges CBS thanks to 'Cosby' and Klugman

CBS's strong rally at the end of the February sweeps period was not enough to beat NBC for the week of Feb. 24-March 2. NBC scored a 17.4 average rating and a 28 average share in Nielsen's National Television Index, to nose out CBS, which scored a 17.1/27. ABC trailed with a 13.5/21.

NBC said *The Cosby Show* (39.5/56) set another record, becoming the best ratings for a network series (not including specials/episodes) since the Jan. 15, 1972, episode of *All in the Family*, which scored a 40.5/[illegible]. It was the seventh time this season that *Cosby* has set a new record. NBC was banking on the show to deliver a good lead-in for sampling of its new series, *You Again*, starring Jack Klugman, and the strategy paid off handsomely. *You Again* ranked second for the week, scoring a 34.6/51 from 8:30 to 9 on Thursday. NBC set another record for combined ratings of its Thursday schedule with a 26.6/43.

NBC also tied another new show, *Valerie*, into its Saturday comedy block, placing it before *Golden Girls*, which ranked fifth during the week with a 24.6/41. *Valerie* ranked 14th with a 19.8/33. In their regular time period debuts on Monday, March 3, *You Again* and *Valerie* scored a 19.8/30 and 21.1/31, respectively, at 8 and 8:30.

NBC also received a 20.2/31 for a second run of the theatrical "48 Hours," which ranked 13th for the week. In its first broadcast during the November sweeps (on Nov. 3), the movie scored a 20.8/30.

CBS had strong performances on Monday with the second part of *Blood and Orchids* (25.6/38), which ranked fourth; on Tuesday with the *28th Annual Grammy Awards* (20.3/32), and on Sunday with the ninth-ranked "Outrage," the *CBS Sunday Night Movie* (21.7/34).

ABC's *Dynasty II: The Colbys* had its season-to-date high with a 17.6/26 to rank 24th, and placed second in the 9 to 10 Thursday night time period. *20/20*, following that show, was close to its own season-to-date high with a 18.9/29. It also placed second in its time period, behind *Hill Street Blues*.

HUT levels were down 2% for the week, from 64.4 to 63.3. The three-network ratings were down 3%, from last year's 49.6 to 48.2, and shares were down 1%, from last year's 76.9 to 76.3.

Repeats began to appear on the schedule in larger numbers during the week, with 17 of the week's 63 programs reruns.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share

WIGY(FM) Bath, Me., and WIBX(AM)-WNYZ(FM) Utica, N.Y. Filed Feb. 26.

■ New TV, Baytown, Tex. (CP)—Seeks assignment of license from Villa Reeve Ltd. to Pray Inc. for $103,555.87. Seller is owned by Tim Villasana and Harry Reeves, who are also app.'s for new TV in Arlington, Tex. Buyer is principally owned by Eldred Thomas, who also owns KLTJ-TV Irving, Tex. Filed Feb. 28.

■ KVOU(AM)-KYUF(FM) Uvalde, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, HAAT: 125 ft.)—Seeks transfer of control of Uvalde Broadcasting Co. Inc. from Mary A. Harpole (50.1% before, none after) to Willis Jay Harpole (49.9% before, 99.9% after) for no consideration. Seller is mother of buyer. Filed Feb. 28.

■ KKQV(FM) Wichita Falls, Tex. (103.3 mhz, 100 kw, HAAT: 440 ft.)—Seeks assignment of license from Sunshine Radio Co. to RadioSunGroup of Texas Inc. for $1,050,000, comprising $250,000 cash and remainder note at 10% over 10 years. Seller is subsidiary of American General Media Co., which owns three AM's and one FM. Buyer is subsidiary of SunGroup Inc., Nashville-based group of three AM's and four FM's headed by Frank Woods, president. Filed Feb. 19.

■ WJCI-FM Westover, W.Va. (101.9 mhz, 3 kw, HAAT: 190 ft.)—Seeks assignment of license from Broadcast Properties, a Limited Partnership, to WLNN Inc. for $400,000 cash. Seller is principally owned by John Stewart, who has no other broadcast interests. Buyer is owned by Carl Carter and Van Ohmberger, who also own WBRJ(AM)-WEYQ(FM) Marietta, Ohio. Filed Feb. 21.

■ WNFL(AM) Green Bay, Wis. (1440 khz, 5 kw-D, 500 w-N)—Seeks assignment of license from Communications Properties Inc. to WinCom Wisconsin Ltd. Partnership for approximately $1.8 million, comprising $500,000 cash and remainder note (minus adjustments). Seller is owned by Phillips Kelly and Richard C. Voight, who also have interest in KATE(AM)-KCPI(FM) Albert Lea, Minn.; KFGO(AM) Fargo, N.D., and WDBQ(AM)-KIYY(FM) Dubuque, Iowa. Buyer is owned by Donald Wurlitzer, G. Woodward Stover and George Albough. It owns WHEB-AM-FM St. Joseph's, Mo., and is also buying WKAU-AM-FM Kaukauna, Wis. ("Changing Hands," Feb. 11). Filed Feb. 25.

New Stations

Applications

TV's

■ Atlantic City, N.J.—Haughton-Jacobson seeks ch. 57; ERP vis. 5,000, aur. 500 kw; HAAT: 357 ft.; ant. height above ground: 357 ft. Address: 3000 Las Palmas, Grand Prairie, Tex. 75051. Principal is owned by Lee Jones, who has no other broadcast interests. Filed Feb. 20.

■ Toledo, Ohio—Paul T. Lambert Broadcast Ltd. seeks ch. 40; ERP vis. 1,000, aur. 500 kw; HAAT: 479.8 ft.; ant. height above ground: 151 ft. Address: 4809 Collierne Rd., Baltimore, Md. 21401. Principal is owned by Paul Lambert, who has no other broadcast interests. Filed Feb. 20.

■ Bluefield, Va.—Paul Lambert Ltd. seeks ch. 40; ERP vis. 1,000, aur. 100 kw; HAAT: 1053 ft.; ant. height above ground: 134.5 ft. Address: 4809 Collierne Rd., Baltimore, Md. 21401. Principal is owned by Paul Lambert, who has no other broadcast interests. Filed Feb. 20.

■ Charlottesville, Va.—Christopher Gault seeks ch. 64; ERP vis. 5,000, aur. 500 kw; HAAT: 623 ft.; ant. height above ground: 250 ft. Address: P.O. Box 172, Buffalo, N.Y. 14215. Principal has no other broadcast interests. Filed Feb. 20.

Facilities Changes

Applications

AM's

[illegible]

■ WIKB (780 khz) Siesta Key, Fla.—Seeks CP to increase day power to 2.5 kw and make changes in ant. sys. App. March 3.

■ WELM (1410 khz) Elmira, N.Y.—Seeks CP to increase day power to 5 kw. App. March 3.

■ WJJF (1180 khz) Hope Valley, R.I.—Seeks CP to increase power to 1.8 kw. App. Feb. 25.

■ WJMX (970 khz) Florence, S.C.—Seeks CP to increase night power to 3.5 kw, change TL, and make changes in ant. sys. App. Feb. 26.

■ KQQQ (1150 khz) Pullman, Wash.—Seeks CP to add night service with 500 w, change freq. to 650 khz, install DA-N, and make changes in ant. sys. App. March 3.

[illegible]

■ KKDI (1540 khz) Sheridan, Ark.—Seeks CP to make changes in ant. sys. App. Feb. 25.

■ WANM (1070 khz) Tallahassee, Fla.—Seeks CP to make changes in ant. sys. App. Feb. 25.

■ WMAX (1480 khz) Kentwood, Mich.—Seeks MP to make changes in TL coordinates. App. March 3.

■ WKBZ (850 khz) Muskegon, Mich.—Seeks CP to change specified [illegible]. App. March 3.

FM's

[illegible]

■ WEDW-FM [illegible] Stamford, Conn.—Seeks mod. of CP to change TL, change ERP to [illegible] kw and change HAAT to [illegible] ft. App. Feb. 28.

■ WWDR-FM [illegible] Wilmington [illegible]—Seeks [illegible]. App. Feb. 28.

■ WCNL [illegible] New Haven, Fla.—Seeks [illegible] SL [illegible]. App. Feb. 28.

■ WRTB-FM [illegible]—Seeks CP to change TL, change ERP to [illegible] kw and change HAAT to [illegible] ft. App. Feb. 28.

■ WYFR [illegible]—Seeks [illegible]. App. Feb. 26.

■ WJHN [illegible]—Seeks mod. of CP to change ERP to [illegible] kw and change HAAT to [illegible] ft. App. March [illegible].

■ KXOH [illegible]—Seeks [illegible] CP to change HAAT to [illegible] ft. App. Feb. 28.

■ WKLM [illegible] N.Y.—Seeks [illegible] SL [illegible]. App. Feb. 28.

■ KRKX [illegible]—Seeks CP to change TL and change HAAT to [illegible] ft. App. Feb. 27.

■ WLRX-FM [illegible] Mich.—Seeks [illegible]. App. March [illegible].

■ WDNX [illegible] Olive Hill, Ky.—Seeks CP to install aux. sys. App. March 3.

■ KEYP-FM (99.3 mhz) Whitehouse, Tenn.—Seeks mod. of CP to move SL to Tyler, Tex. App. March 3.

TV

[illegible]

■ WMKI (ch. 54) Muskegon, Mich.—Seeks MP to change ERP to vis. 4,395 kw, aur. 440 kw. App. March 3.

Actions

AM's

■ KBQN (585 khz) Pago Pago, American Samoa—Granted app. to change TL. Action Feb. 19.

■ KIOT (1310 khz) Barstow, Calif.—Granted app. to reduce night power to 500 w and make changes in ant. sys. Action Feb. 19.

■ KEBS (1590 khz) Los Banos, Calif.—Granted app. to add night service with 5 kw, change TL, and make changes in ant. sys. Action Feb. 24.

■ WNER (1250 khz) Live Oak, Fla.—Granted app. to increase radiation efficiency. Action Feb. 18.

■ WRYC (930 khz) Sandwich, Ill.—Granted app. to operate transmitter by remote control. Action Feb. 10.

■ WITX (1580 khz) Urbana, Ill.—Granted app. to change SL to 822 Prospect St., Champaign, Ill. Action Feb. 21.

■ WDGS (1290 khz) New Albany, Ind.—Granted app. to modify DA pattern. Action Feb. 13.

■ KHLA (640 khz) Hall, La.—Granted app. to change TL. Action Feb. 14.

■ WFLN (1160 khz) Fenton, Mich.—Granted app. to specify augmentation of DA pattern. Action Feb. 13.

■ WHBC (1480 khz) Canton, Ohio—Granted app. to change ant. from nonDA to DA and change TL. Action Feb. 13.

■ KAGI (930 khz) Grants Pass, Ore.—Granted app. to increase night power to 1.5 kw and change TL. Action Feb. 14.

■ WOLA (1380 khz) Barranquitas, PR.—Granted app. to make changes in ant. sys. Action Feb. 18.

■ WDAR (1350 khz) Darlington, S.C.—Granted app. to make changes in ant. sys. Action Feb. 18.

■ WCHV (1260 khz) Charlottesville, Va.—Granted app. to operate transmitter by remote control. Action Feb. 10.

FM's

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Granted app. to change TL and change HAAT to 984 ft. Action Feb. 24.

■ WIVY-FM (95.1 mhz) Jacksonville, Fla.—Granted app. to change TL, change HAAT to 984 ft., and make changes in ant. sys. Action Feb. 24.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Granted app. to change TL, change HAAT to 984 ft., and make changes in ant. sys. Action Feb. 24.

■ WCVU (94.5 mhz) Naples, Fla.—Granted app. to change TL, change HAAT to 1,011.88 ft., and make changes in ant. sys. Action Feb. 19.

■ KWNR (102.3 mhz) Liberal, Kan.—Granted app. to change TL and change HAAT to 512.98 ft. Action Feb. 14.

■ WQUB-FM (103.9 mhz) Jamestown, Tenn.—Granted app. to change ERP to 1.6 kw. Action Feb. 20.

TV's

■ WGOT (ch. 60) Merrimack, N.H.—Granted app. to change ERP to vis. 3,000 kw, aur. 500 kw, change HAAT to 935.9 ft., replace ant., and change TL. Action Feb. 14.

■ *KLCT (ch. 44) Harlingen, Tex.—Granted app. to change ERP to vis. 1,951 kw, aur. 195 kw, change HAAT to 1,728 ft., and change TL. Action Feb. 14.

Summary of broadcasting

[illegible]

Service	On Air	CP's	Total *
[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

In Contest

[illegible]

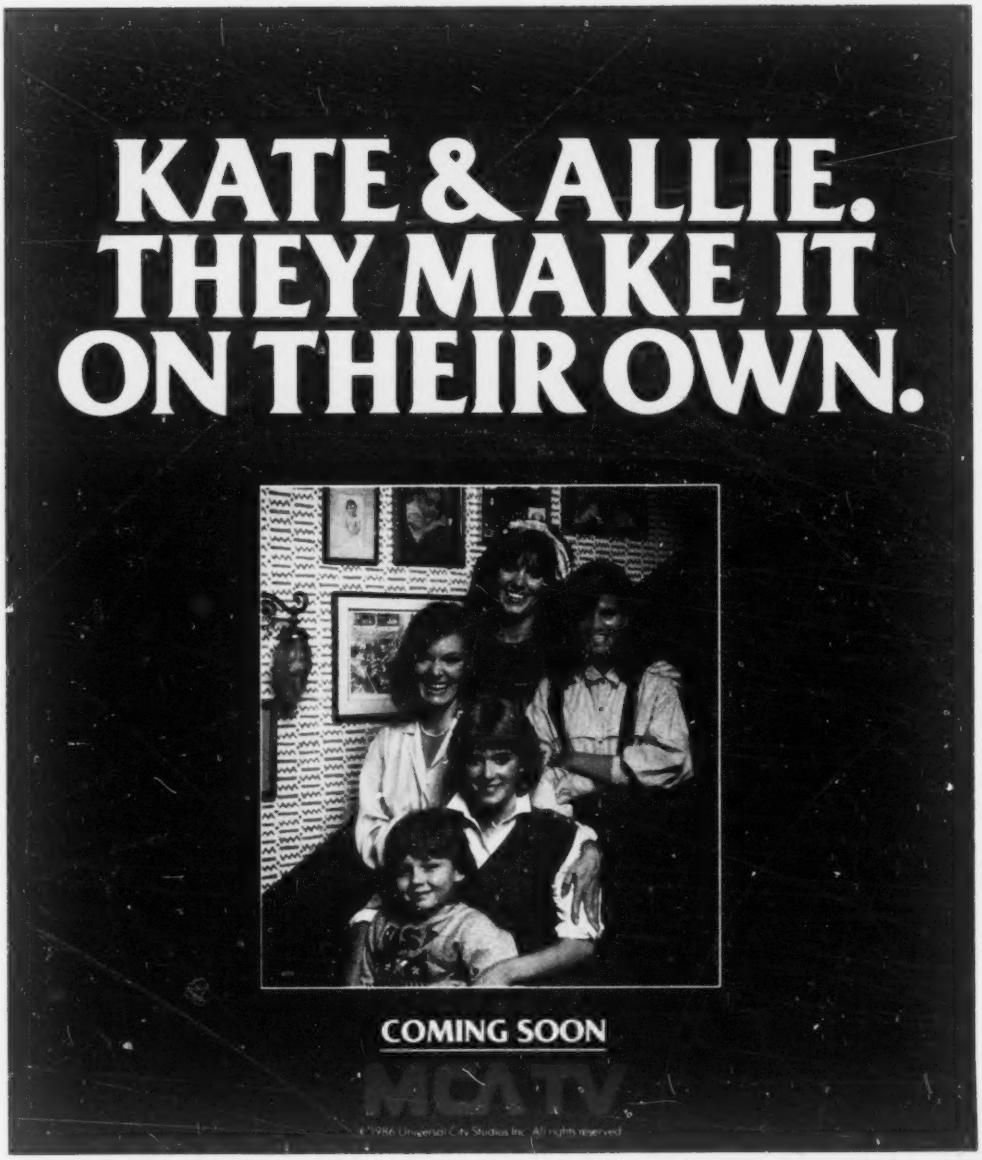
■ San Diego, California (Juanita Henry et al.) FM proceeding. Granted petition filed by Triple Bogey Broadcasting and enlarged issues against Kaleidoscope Communications Commerce Inc. to determine misrepresentation of facts called for in app., to determine real parties in interest and relationship of each to financing, ownership and operation of

3/17/86 0750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 17


KATE & ALLIE.
THEY MAKE IT
ON THEIR OWN.
COMING SOON
MCA TV
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55th Year 1986

NCTA NCTA NCTA NCTA NCTA NCTA NCTA NCTA

Vol. 110 No. 11

Broadcasting Mar 17

The networks order their fall pilots
NCTA opens its Dallas convention
"At Large" with Jim Mooney

SNEAK PREVIEW □ A rundown of the networks' fall pilots now in production. **PAGE 29.**

INDUSTRY STATE □ Although pay service growth remains stalled, overall health of cable industry remains good. **PAGE 45.**

AT THE TABLE □ NCTA President Jim Mooney continues to come up with the winning hand and in this "At Large" with BROADCASTING's editors, he discusses the must-carry compromise, the MPAA-NCTA negotiations and cable's bright future. **PAGE 50.**

NCTA 86 □ NCTA's 35th annual convention opens in Dallas with must carry, scrambling, compulsory license and pay per view high on the agenda which appears on **PAGE 58.** A list of exhibitors begins on **PAGE 68.**

COOL COUNTRY □ Country Radio Broadcasters convention looks to the past and present for keys to the format's future. **PAGE 85.**

SUNDAY SAVE □ ABC, NBC and Major League Baseball settle dispute over rights to Sunday afternoon games. **PAGE 87.**

BEFORE THE COMMITTEE □ FCC's Fowler answers questions from House Appropriations Subcommittee on must carry, budget and backyard earth stations. **PAGE 89.**

BLANKET PROTECTION □ Music license proponents to go before House Copyright Subcommittee this week. **PAGE 90.**

BAND DISAGREEMENT □ Broadcasters and cable operators at odds in FCC comments over allowing cable interests to share 2 and 7 ghz bands. **PAGE 92.**

BAND PLANS □ FCC completes recommendations for U.S. position for international conference on AM band expansion. **PAGE 93.**

HELMS FACTOR □ Former ABC News chief William Sheehan out of the running for Voice of America directorship. **PAGE 94.**

FAMILY AFFAIR □ Family-owned media companies are becoming a thing of the past. **PAGE 96.**

VENTURISTS □ Fifth Estate is seeing a growing infusion of venture capital in station and cable system ownership. **PAGE 98.**

BEFORE THE ANALYSTS □ CBS Chairman Tom Wyman tells security analysts that company should show slight profit in first quarter. **PAGE 100.**

NEW HOME □ Public Broadcasting Service is in the midst of moving to new headquarters in the Washington suburb of Alexandria, Va. **PAGE 107.**

WORKING OUT □ NBC is making plans for 1988 summer Olympics in Seoul, although network has not signed a contract with Olympic committee. **PAGE 110.**

KEEPING IT TOGETHER □ NCTA executive vice president Bert Carp has applied strong policy and administrative skills to help keep that association humming. **PAGE 135.**

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marketing director, Polygram Records, Nashville, as vice president; Beverlee Bleisch, program director, KIIY(FM) Des Moines, Iowa, as secretary, and Jeff Walker, president, Aristo Music Associates, Nashville, as treasurer. (Walker has served as CRB treasurer for several years.)

Agenda chairman for the 1986 seminar was Susan Storms, director of creative services for WHN(AM)-WAPP(FM) New York. Overseeing next year's agenda lineup will be Rusty Reynolds of Osborn-Reynolds, a radio station group operation based in Longview, Tex.

The seminar ended on Saturday evening (March 8) with its usual "New Faces" show, composed of rising country music performers. The show was taped for later airplay by the Westwood One Radio Networks.

Phillips

Also, Westwood's newly acquired Mutual Radio Network unveiled its 1986 country programing schedule, which includes two weekly music series, four holiday specials, and the annual Country Music Association Awards' pre- and post-ceremony programs from Nashville.

The Country Radio Seminar has been held in Nashville every year since it started with some 40 to 45 paid registrants in 1970. CRB Executive Director Frank Mull has not yet announced the dates for next year's meeting. ☐

NBC breezes to another ratings victory

Coming into the homestretch of the prime time ratings season, NBC took the week of March 3-9 by 2.4 rating points, its largest margin since Super Bowl week. NBC scored a 17.6 average rating and 28 share, according to Nielsen. CBS had a 15.2/24 and ABC a 14.1/22.

In addition to its strong Thursday numbers, NBC won Monday night for the first time since Oct. 7, due to the performance of two new comedies and a movie. *You Again* (19.8/30) and *Valerie* (21.4/31) from 8 to 9 on Monday produced strong ratings again after their premieres the week before. Those two shows ranked 18th and [illegible], respectively. Along with the *NBC Monday Night Movie* from 9 to 11, "Diary of a Perfect Murder," NBC scored a [illegible]/32 for the night. CBS, which usually wins on Monday night, had a 17.2/[illegible]. "Diary of a Perfect Murder," starring Andy Griffith as a Southern lawyer, is currently being developed by NBC as a possible series.

CBS's two premieres in its troubled 8 to 9 time period on Wednesday did not fare as well. *Fast Times* (12.4/19) and *Tough Cookies* ([illegible]) ranked 49th and 55th, respectively. CBS was third on Wednesday with a 12.3/20.

ABC saw continued growth on Thursday for *Dynasty II: The Colbys*, which had a 17.2/25. The show now has an average of [illegible] for the last three showings, while its season-to-date average is [illegible]. ABC's other success story for the week came on Sunday when *The ABC Sunday Movie* ranked second in its 7-9 time period behind *60 Minutes* (23.3/37) and *Murder, She Wrote* ([illegible]). On Tuesday, NBC reran the two-hour "Stingray" movie one week prior to its debut as a series in the Tuesday 10 to 11 p.m. time period. When it was first aired on July 14, "Stingray" came in second for the week with a [illegible]. But when it aired on March 4, it finished second behind ABC's regular Tuesday schedule from 9 to 11 with a 14.2/[illegible].

HUT levels for the week were [illegible], on a par with the same week a year ago; the three-network ratings were [illegible], up 1% from [illegible] last year, and the three-network share was 74.6, up 1% from a 73.8.

Clearances by affiliates during the week were off by as much as 15% at times due to preemptions for local broadcasts of a Billy Graham special and college basketball tournament action.

■ NBC won every half-hour on Monday with the exception of 9 to 9:30, when CBS's *Kate and Allie* out-distanced "Diary of a Perfect Murder" by four-tenths of a rating point. *Kate and Allie* ranked 16th.

■ ABC was four ratings points ahead of NBC on Tuesday with its regular schedule that swept all time periods and included two of the week's top 10: *Who's the Boss* (21.6/34) and *Growing Pains* (21.4/32), from 8 to 9. *Trapper John M.D.* from 8 to 9 on CBS was the week's lowest-rated show.

■ NBC's 12th-ranked *Highway to Heaven* (21/32) from 8 to 9 and ABC's seventh-ranked *Dynasty* (22/33) continued to dominate Wednesday. The latter show paved the way for *Hotel* (18.5/31), giving ABC the night.

■ Although *Dynasty II: The Colbys* ranked second in its time period, its rating was not enough to lift ABC above third place on Thursday. CBS was second behind NBC for the night, led by *Knot's Landing* from 10 to 11 ([illegible]).

■ The combination of 13th-ranked *Dallas* (20.9/33) at 9 and 28th-place *Falcon Crest* at 10 gave CBS another Friday win. NBC trailed by one and one-half rating points, with the 19th-ranked *Miami Vice* ([illegible]).

■ NBC's Saturday comedy block, plus *Remington Steele*, combined to give the network that night by 3.2 ratings points over second-place CBS. *Golden Girls* ([illegible]), which ranked sixth for the week, led NBC [illegible].

■ CBS won all time periods Sunday on the strength of its 7 to 9 p.m. programming and its [illegible] movie, which beat movies on ABC and NBC with a 19.2/29 rating. CBS swept all time periods on the night.

Rank	Show	Network	Rating/Share
1	[illegible]	[illegible]	[illegible]
2	[illegible]	[illegible]	[illegible]
3	[illegible]	[illegible]	[illegible]
4	[illegible]	[illegible]	[illegible]
5	[illegible]	[illegible]	[illegible]
6	[illegible]	[illegible]	[illegible]
7	[illegible]	[illegible]	[illegible]
8	[illegible]	[illegible]	[illegible]
9	[illegible]	[illegible]	[illegible]
10	[illegible]	[illegible]	[illegible]
11	[illegible]	[illegible]	[illegible]
12	[illegible]	[illegible]	[illegible]
13	[illegible]	[illegible]	[illegible]
14	[illegible]	[illegible]	[illegible]
15	[illegible]	[illegible]	[illegible]
16	[illegible]	[illegible]	[illegible]
17	[illegible]	[illegible]	[illegible]
18	[illegible]	[illegible]	[illegible]
19	[illegible]	[illegible]	[illegible]
20	[illegible]	[illegible]	[illegible]
21	[illegible]	[illegible]	[illegible]
22	[illegible]	[illegible]	[illegible]
23	[illegible]	[illegible]	[illegible]
24	[illegible]	[illegible]	[illegible]

In Contest

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al), FM proceeding. Granted petition filed by California Women in Radio and enlarged issues against Simpson Communications Ltd. to determine misrepresentation of facts and lack of candor in its application with respect to its principals' partnership structure impact of foregoing issues on Simpson's qualifications to be commission licensee. By order, Feb. 21.

■ Syracuse, N.Y. (Tureaud Broadcasting, et al) TV proceeding. Partially granted motion filed by Susan K. Panisch against Flomation Communications to determine whether Flomation failed to disclose existence of other apps. in which one of its principals, Dr. Bessie Cooper Noble, has interest, whether Noble is real party in interest in Flomation app., whether Flomation misrepresented facts and lacked candor in support of its petition to enlarge issues against New Era Broadcasting, to determine Flomation's financial qualifications, and whether it misrepresented facts or lacked candor in certifying its financial status, and effects of these issues on its qualifications to be commission licensee. By MO&O, Feb. 27.

■ Tulsa, Okla. (Tulsa Broadcasting Group) TV proceeding. At hearing session on Feb. 24-25, issues were added against Tulsa Broadcasting to determine financial qualifications and whether it misrepresented facts or lacked candor in certifying its financial abilities to construct and operate its proposed station, and whether Tulsa possessed requisite legal qualifications to be commission licensee. By order, Feb. 27.

■ Jasper and Allardt, Tenn. (Patton Brown Group, et al) AM proceeding. By separate orders, granted summary decisions filed by Baz Broadcasting Inc. and Patton-Brown and resolved air hazard issue in their favor and granted motion filed by Baz and Patton Brown and dismissed with prejudice app. of Nickajack Broadcasting Co. for failure to prosecute. By orders, Feb. 28.

ALJ John M. Frysiak made following decision:

■ Orlando, Fla. (Marlin Broadcasting, et al) TV proceeding. Granted motion for summary decision filed by Marilynn J. Craig and resolved air hazard issue in her favor. By MO&O, March 3.

ALJ Joseph P. Gonzalez made following decision:

■ Rio Grande and Wildwood, N.J. (Broadcast Data Corp., et al) MDS proceeding. Granted motion filed by Broadcast Data for MDS facilities at Rio Grande and dismissed its app. with prejudice. By order, Feb. 25.

ALJ Byron E. Harrison made following decision:

■ Memphis (RKO General Inc., et al) TV proceeding. Granted motion for summary decision by Memphis Telecasters Ltd. and resolved financial issue in its favor. By order, Feb. 26.

ALJ Edward J. Kuhlmann made following decision:

■ Tempe, Ariz. (Tri-State Broadcasting Co., et al) AM and FM proceeding. Partially granted petition filed by Grimm & Clifford and enlarged issues against Tri-State to determine misrepresentation of Robert Melton in operation of KUKQ(AM) and KUPD-FM and ownership of Tri-State, whether Arizona criminal laws were violated which should disqualify Tri-State, and whether, and to what extent, Tri-State failed to comply with Sections 73.1202(a), 73.3526(a)(7) and 73.3526(a)(11)(e) of rules, and effects, if any, on Tri-State's basic and/or comparative qualifications. By MO&O, Feb. 25.

ALJ Edward Luton made following decisions:

■ Santa Barbara, Calif. (Westcom Broadcasting Inc. and Erway Broadcasting Corp.) AM proceeding. Granted petition filed by Westcom and enlarged issues against Erway to determine whether Erway violated rules by failing to report changed in residence of its principals, sale of commonly owned broadcast station, interest in another pending broadcast app., and changes in broadcast interest of Guy S. Erway's son, whether Erway concealed this information, and whether Erway was careless and inept in prosecution of its app., and in light of evidence adduced, effects of aforementioned issues on Erway's qualifications to be commission licensee. By MO&O, Feb. 24.

■ Ventura, Calif. (Channel 41 Limited Partnership, et al) TV proceeding. Granted motion filed by KFG '85 and dismissed its app. with prejudice. By order, Feb. 28.

■ Battle Creek, Mich. (Thompson Broadcasting of Battle Creek Inc., et al) TV proceeding. Granted motion for partial summary decision filed by Thompson Broadcasting of Battle Creek Inc. and resolved air hazard issue in its favor. By order, Feb. 25.

■ Lawton, Okla. (Roni Deann Gardner and Atkins Broadcasting) FM proceeding. Granted joint requests for settlement agreement and dismissed app. of Atkins Broadcasting; granted app. of Gardner for new FM station at Lawton, and terminated proceeding. By order, Feb. 28.

■ Conroe, Tex. (DLBS Inc., et al) TV proceeding. Granted motion for summary decision filed by Imagists and resolved air hazard issue in its favor. By order, Feb. 28.

ALJ Walter C. Miller made following decisions:

■ Little Rock, Ark. (Mobilfone Communications) PLMS proceeding. Granted joint motions for summary decision filed by Mobilfone and common carrier bureau. Mobilfone's principal, Otis L. Hale, has agreed to surrender all of his existing outstanding licenses within 15 days from release of this summary decision and to seek interim operating authority to continue service to subscribers until new license can be selected. By summary decision, March 4.

■ Naples, Fla. (Meycom Inc., et al) TV proceeding. By separate orders, granted motion for summary decision filed by Meycom and resolved air hazard issue in its favor; granted joint request for settlement agreement and dismissed app. of Naples Broadcasting Inc. and Naples Television Associates with prejudice; granted app. of Meycom for new TV station at Naples, and terminated proceeding. Feb. 28.

■ McComb, Miss. (Southwest Communications, et al) TV proceeding. Granted motion by Commonwealth Venture Systems, Southwest Communications and Southwest Mississippi Television Co. and dismissed for failure to prosecute app. of Robin C. Brandt with prejudice. By MO&O, Feb. 24.

■ Victoria, Tex. (Rocky Alford and Hispanic Broadcasting) FM proceeding. Granted petition filed by Victoria Radio Broadcasting and dismissed its app. with prejudice. By order, Feb. 24.

ALJ Joseph Stirmer made following decision:

■ Memphis (Barwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted motion for summary decision filed by Dorothy B. Evans and resolved air hazard issue in her favor. By MO&O, Feb. 25.

ALJ James F. Tierney made following decision:

■ Pine Castle-Sky Lake, Fla. (Comco Inc., et al) AM proceeding. Granted joint requests for settlement agreement and dismissed with prejudice apps. of Treasure Coast Broadcasting and Richard H. Rowland for AM facilities at Port Saint Lucie and Silver Springs, Fla. respectively, granted amended app. of Jerry J. Collins for new AM facilities at Royal Palm Beach, Fla., granted app. of Comco Inc. to improve existing facilities of WREM(AM) at Pine Castle-Sky Lake, and terminated proceeding. By MO&O, Feb. 26.

Summary of broadcasting
as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	Existing AM
WSCR	WNNR Palmer C. Dante, Hamden, Conn.
	Existing FM's
WOLD	WELE-FM Mid Florida Radio Inc., Deland, Fla.
WFAG	WNAP [illegible] Broadcasting of Indiana Inc., Indianapolis

Grants

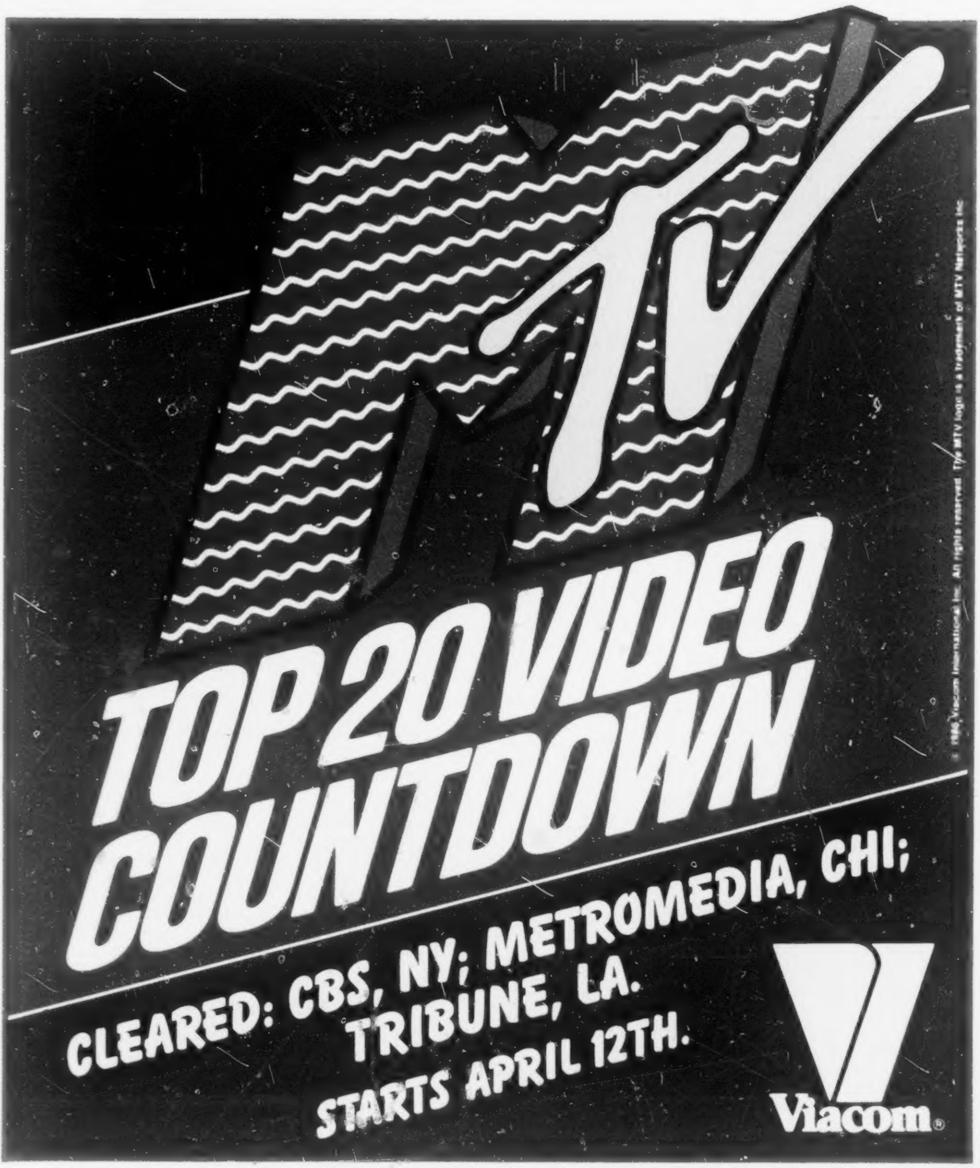
Call	Assigned to
	New FM's
*KMTH	Russellville Education Broadcasting Foundation, Russellville, Ark.
KKQX	[illegible] Foreman Allen, Widefield, Colo.
	New TV
WWRO	Wilson Telecasters, Wilson, N.C.
	Existing AM's
WCKW	WKQT 220 Corp., Garyville, La.
WKWM	WXQT [illegible] Broadcasters of Michigan Inc., Grand Rapids, Mich.
WJRM	WYAI Exchequer Communications Inc., Ridgeland, Miss.
WCDN	WBKC Kimdon Broadcasting Co., Chardon, Ohio
KAFX	KIPR LoveCom Ltd., Diboll, Tex.
	Existing FM's
WZZF-FM	WKDA-FM Pennyrile Broadcasting Co., Hopkinsville, Ky.
WCKW-FM	WCKW 220 Corp., Garyville, La.
WYSS	WLKX Delbyco Broadcasting, Sault Ste. Marie, Mich.
WEQZ	WZKQ [illegible] Communications Inc., Gluckstadt, Miss.
KOOT	KMOI Sandy E. (George) Kimball, Neb.
KKOR	[illegible] Inc., Gallup, N.M.
WHLT	WGR-FM Taft Television and Radio Co., Buffalo, N.Y.
WZFX	WQTR Whiteville Broadcasting Co., Whiteville, N.C.
KAFX-FM	KIPR-FM LoveCom Ltd., Diboll, Tex.
[illegible]-FM	KFYO-FM South Plains Broadcasting Co., Lubbock, Tex.
WCMN	WZUU-FM Amaturo Communications Inc., Milwaukee
KLGT	KLGM Communications Systems III, Buffalo, Wyo.
	Existing TV's
[illegible]-TV	[illegible] Alden Communications of Colorado Inc., Denver
WNYW	WNEW-TV Fox Television Stations Inc., New York
KDAF	KRLD-TV Fox Television Stations Inc., Dallas

51750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 24


TOP 20 VIDEO COUNTDOWN
CLEARED: CBS, NY; METROMEDIA, CHI; TRIBUNE, LA.
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55th Year 1986

NCTA '86

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Vol. 110 No. 12

Broadcasting Mar 24

Coverage from NCTA 86
Viewtron service shuts down
Justice eyes scrambling issue

LOOKING GOOD ☐ Cable operators at NCTA convention in Dallas find themselves on a business and legislative roll. **PAGE 39.**

GOVERNMENT DESCRAMBLER ☐ Justice Department examining antitrust implications of scrambling issues. **PAGE 43.**

TUG OF WAR ☐ Battle continues for Pulitzer Publishing Co. **PAGE 44.**

CLOSING DOWN ☐ Knight Ridder shuts down its Viewtron operation, second videotex closure this month. **PAGE 45.**

DALLAS DOINGS ☐ FCC's Fowler continues to express doubt over must-carry compromise. Tells NCTA convention audience he won't sacrifice cable's First Amendment rights for proposal. **PAGE 52.** FCC's Herwitz raises link between must carry and compulsory license. **PAGE 54.** FCC Commissioners Patrick and Dawson provide insight into their views on must carry. **PAGE 58.** No shortage of sessions on scrambling, with the consensus that Hill action is unlikely and the marketplace will provide the competition many want to insure. **PAGE 62-68.** Mooney blasts MPAA over flat-fee proposal. **PAGE 68.** Primer on franchise renewals in post-cable act era. **PAGE 72.** Tele-Communications Inc. to assemble its systems into six or seven regionally managed groups. **PAGE 74.** Operators urged to use caution in raising basic rates. **PAGE 76.** Copyright panelists voice support for compulsory license and changes in Copyright Royalty Tribunal. **PAGE 78.** Primer on survival in the urban market. **PAGE 80.** Panelists bullish on pay per view. **PAGE 80.** Request TV to offer pay-per-view sample. **PAGE 81.** Panelists discuss ways to help cable to continue to grow. **PAGE 82.** Disney to move to weekly schedule. **PAGE 82.** Panelists say now is a good time to borrow money for acquisitions. **PAGE 83.** Senator Paul Simon says he'll introduce television violence bill. **PAGE 86.** Panelists say basic cable services are priced too low. **PAGE 86.** GWSC's Rosenzweig says cable may get some of the '88 Seoul Olympics. **PAGE 87.**

SPANISH COMPETITOR ☐ Radio Caracas Television to air five-hour Spanish-language television programing block next fall. **PAGE 89.**

COLORING THE PAST ☐ Color Systems to convert 100 black and white films from MGM library to color. **PAGE 92.**

LOOK AHEAD ☐ Advertising Research Foundation's 50th annual convention ponders the media and advertising world of 2010. **PAGE 94.**

COST TRENDS ☐ Ted Bates analysis foresees media cost increases paralleling inflation. **PAGE 96.**

PAYING THE PIPERS ☐ Two sides of music licensing dispute get Hill hearing. **PAGE 98.**

DBS DEBATE ☐ Disagreement continues over video standards for direct broadcast satellites. **PAGE 102.**

NUMBERS MAN ☐ Young & Rubicam's Paul Isacsson has found success on both sides of the network advertising/agency billing street. **PAGE 135.**

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Reruns help power NBC to win number 18

Network schedules for the prime time ratings week of March 10-16 (the 25th of the season) contained harbingers of the summer season with repeats of sitcoms showing how strongly they can perform. (There were 18 repeats out of 69 programs broadcast.) And for NBC that meant another win, according to A.C. Nielsen.

NBC's 18th win came with a 17.4 average rating and a 28 average share. CBS turned in a 16.9/26, while ABC had a 15/23. Three of the top five shows of the week were repeats, and four of top five belonged to NBC.

For the second week in a row, NBC's newest sitcoms—*You Again* (19.8/30) and *Valerie* (19.9/29)—helped it to another Monday win with an 8-9 lineup the other networks could not overcome. Predictably, Thursday went to NBC, which had the week's top three shows running from 8 to 9:30—*The Cosby Show* (34.8/52), *Family Ties* (31/47) and *Cheers* (23.5/35).

In mini-series action, the first part of *If Tomorrow Comes* on CBS did a 21.8/34 on Sunday, and the second part of *Dress Grey* got a 19/30 on Monday. *Dress Gray*'s second part averaged an 18.5/29.

In their second appearance, at 8-9 on Wednesday, *Fast Times*, got a 12.4/19, the same as its premiere the week before, and *Tough Cookies* did a 10.1/15, down from 11.5/18 in its first week. NBC had the week's only premiere: *Stingray* did a 13.6/23 at 10 on Wednesday.

In news ratings, CBS was first with a 13.1/23, followed by NBC's 12.4/22 and ABC's 12/21.

HUT's (homes using television) for the week were 63.2, up 1% from last year's 62.5; three-network ratings were 47.3, up 3% from 45.8, and three-network shares were 74.8, up 1% from 73.7.

- NBC swept every time period in its second consecutive Monday win. Its lineup included three of the week's top 20 programs.
- ABC's Tuesday programing at 8-10 gave it a win by almost 3.9 rating points over second-place NBC. CBS finished third despite running second at 9-10, and first at 10-11, with the *People's Choice Awards* (17.4/28). CBS's performance for the night was depressed by *Trapper John, MD*'s 9.9/15 at 8-9.
- ABC's win on Wednesday was assured by the sixth-ranked *Dynasty* (22.6/34) and an 18th-place *Hotel* (19.1/33).
- NBC rode its comedy block to another Thursday win. At 9-10, *Dynasty II: The Colbys* on ABC beat out *Simon and Simon* on CBS to place second in the time period for the fourth week in a row. At 10-11 on ABC, *20/20* had its highest rating/share of the season.
- CBS's Friday win came thanks to *Dallas* (19.9/31), which ranked 14th for the week. ABC's ratings dropped as the night went on and it ended up with a 9.3/15 overall.
- NBC dominated Saturday night, winning every time period easily. A repeat of *Golden Girls* ranked fourth for the week with a 22.8/39.
- Sunday found the networks juggling their schedules to accommodate a presidential address at 8. NBC carried a repeat of *Amazing Stories* at 7-7:30 and got a 9/15. *Alfred Hitchcock Presents* (10.3/17) ran at 10:30, following a repeat of *Family Ties Vacation* (17.6/26).

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.8/52	36.	[illegible]	[illegible]	[illegible]
2.	Family Ties	NBC	31.0/47	37.	[illegible]	[illegible]	[illegible]
3.	Cheers	NBC	23.5/35	38.	[illegible]	[illegible]	[illegible]
4.	Golden Girls	NBC	22.8/39	39.	[illegible]	[illegible]	[illegible]
5.	Who's the Boss	ABC	[illegible]	40.	[illegible]	[illegible]	[illegible]
6.	Dynasty	ABC	22.6/34	41.	[illegible]	[illegible]	[illegible]
7.	60 Minutes	CBS	[illegible]	42.	[illegible]	[illegible]	[illegible]
8.	Growing Pains	ABC	[illegible]	43.	[illegible]	[illegible]	[illegible]
9.	If Tomorrow Comes pt. 1	CBS	21.8/34	44.	[illegible]	[illegible]	[illegible]
10.	Miami Vice	NBC	[illegible]	45.	[illegible]	[illegible]	[illegible]
11.	Highway to Heaven	NBC	[illegible]	46.	[illegible]	[illegible]	[illegible]
12.	Night Court	NBC	[illegible]	47.	*Stingray	NBC	[illegible]
13.	Moonlighting	ABC	[illegible]	48.	[illegible]	[illegible]	[illegible]
14.	Dallas	CBS	19.9/31	49.	[illegible]	[illegible]	[illegible]
15.	Valerie	NBC	19.9/29	50.	[illegible]	[illegible]	[illegible]
16.	You Again	NBC	19.8/30	51.	[illegible]	[illegible]	[illegible]
17.	227	NBC	[illegible]	52.	[illegible]	[illegible]	[illegible]
18.	Hotel	ABC	19.1/33	53.	[illegible]	[illegible]	[illegible]
19.	Dress Gray pt. 2	NBC	[illegible]	54.	[illegible]	[illegible]	[illegible]
20.	Kate & Allie	CBS	[illegible]	55.	[illegible]	[illegible]	[illegible]
21.	Knots Landing	CBS	[illegible]	56.	[illegible]	[illegible]	[illegible]
22.	Newhart	CBS	[illegible]	57.	[illegible]	[illegible]	[illegible]
23.	Family Ties Vacation	NBC	17.6/26	58.	[illegible]	[illegible]	[illegible]
24.	20/20	ABC	[illegible]	59.	[illegible]	[illegible]	[illegible]
25.	People's Choice Awards	CBS	17.4/28	60.	[illegible]	[illegible]	[illegible]
26.	A-Team	NBC	[illegible]	61.	[illegible]	[illegible]	[illegible]
27.	[illegible]	CBS	[illegible]	62.	Trapper John, MD	CBS	[illegible]
28.	Facts of Life	NBC	[illegible]	63.	[illegible]	[illegible]	[illegible]
29.	Between Two Women	ABC	[illegible]	64.	Amazing Stories	NBC	[illegible]
30.	Scarecrow & Mrs. King	CBS	[illegible]	65.	[illegible]	[illegible]	[illegible]
31.	Blacke's Magic	NBC	[illegible]	66.	[illegible]	ABC	[illegible]
32.	Dynasty II: The Colbys	ABC	[illegible]	67.	He's the Mayor	ABC	[illegible]
33.	Magic of David Copperfield	CBS	[illegible]	68.	Ripley's Believe It or Not	ABC	[illegible]
34.	Remington Steele	NBC	[illegible]	69.	[illegible]	ABC	[illegible]
35.	MacGyver	ABC	[illegible]				

*indicates premiere episode

K
K
CARD SHARKS
#1 firm go fall '86

CARD SHARKS
has the strength to
clean up in
CINCINNATI.

No. 1 HOUSEHOLD SHARE

No. 1 TOTAL WOMEN

No. 1 WOMEN 18-49

No. 1 TOTAL MEN

CARD SHARKS, A FIRM GO FOR FALL '86
IN SYNDICATION

Source: A.C. Nielsen -NSI-VIP- February, 1986

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(818) 954-7800

tal, bringing enhanced purchasing power; an increase in the level of educational attainment, and an increase in nontraditional households (singles and single parents). ☐

Y&R units foresees advertising growth on home video

This is the year that advertiser backing of home video programs will move out of the experimental stage and "begin to become a reality." So says Young & Rubicam's new electronic media unit in a report issued last week.

The report noted that 1985 had produced experimentation in advertiser-supported video programs—notably by Red Lobster, Kodak, Glenmore Distilleries and "Esquire Success"—and said several recent VCR developments "are prompting advertisers to take a serious look at the potential of the video medium."

Among these developments: One-third of U.S. households now have VCR's and by the end of the year penetration should be 41%—enough "to justify exploration of this new media form." Further, the report said, "the demographics of the VCR owner are currently attractive to quite a variety of clients."

"For example," said Leo Scullin, director of the Y&R unit, "we estimate that currently close to half of all households with $25,000-plus income levels already own a videocassette recorder.

"Certainly," Scullin continued, "there are a number of advertisers already experimenting in the video environment with this knowledge in mind. We anticipate that 1986 will be the year in which many more clients will seek to understand the potential of this type of video."

Susan Bahr, manager of the unit, said the price of pre-recorded cassettes seems to be stabilizing, "settling down to a more manageable average of $30 (slightly less for children's and music videos) rather than the swings of $80-plus to below $10 in previous years."

"We believe," she added, "that pricing will remain an issue for advertiser-supported video programs particularly as it relates to originally produced advertiser videos." ☐

Spot report. The Association of Independent Television Stations has issued a report showing that the top 25 national spot television advertisers in 1985 invested more than half of their television billings on independent television stations.

INTV said these advertisers increased their spending in 1985 on independents by 19% to $1,670,589,000. These findings are based on a special 15-market tabulation made by Broadcast Advertisers Reports for INTV. The top 25 national spot TV advertisers (cost) were identified by the Television Bureau of Advertising.

INTV noted that many advertisers earmarked the bulk of their spot advertising dollars to independent stations with an average allocation of 54%. The top advertiser on independent stations is Procter & Gamble, with a 1985 investment of $285,363,000, followed by Philip Morris, $137,115,000; General Mills, $106,975,000; Pepsico, 98,958,000, and Toyota Motor Sales, $70,977,000.

Top 25 TV advertisers: Independent station usage January-December 1985

	Company	*Total spot TV Expenditures*	*Share to Date* '85	'84	*Absolute Dollar change 1984 vs. 1985*
1.	Procter & Gamble	$285,363	64%	66%	+14%
2.	Philip Morris	137,115	43	38	+16
3.	General Mills	106,975	80	80	+12
4.	Pepsico	98,958	40	40	+27
5.	Toyota Motor Sales	70,977	51	53	+34
6.	Coca-Cola	68,296	51	52	+21
7.	Anheuser-Busch	64,002	76	85	+9
8.	Dart & Kraft	63,935	36	40	-8
9.	Hasbro Inc.	63,767	96	99	NC
10.	GTE Corp.	56,751	26	25	+113
11.	Unilever (Lever Bros.)	55,530	51	42	-12
12.	Nestle S.A.	54,084	39	35	+104
13.	Beatrice Cos.	51,840	37	25	+78
14.	R.J. Reynolds	51,743	46	41	+33
15.	Kellogg Co.	51,050	58	66	+14
16.	General Motors	48,868	34	27	-42
17.	Nissan Motor Co.	44,974	41	36	-7
18.	Ralston Purina	44,111	50	42	+117
19.	Mars Inc.	39,874	82	73	+12
20.	Warner-Lambert	39,281	80	82	+8
21.	Time Inc.	37,768	55	58	+22
22.	Ford Motor Co.	37,443	25	27	-2
23.	Adolph Coors	34,633	35	40	+47
24.	Chrysler Corp.	32,232	38	33	+14
25.	MCI Communications	31,019	33	37	19
	Top 25 total	1,670,589	54%	53%	+19%

Bates sees ad cost trend following inflation rate

But annual report cautions that zapping and clutter could unglue its forecast 3.5% CPM increase

Inflation is expected to remain moderate in 1986, averaging about 3.5%, and so are media cost-per-thousand (CPM) increases, which will amount to less than their 1985 increases in many cases.

These conclusions are drawn from the latest in a long series of annual media cost trend analyses by Ted Bates Advertising, New York. The conclusions have a "but" in them, however, along with a strong note of warning.

Although CPM increases are moderating, they're still higher than general inflation and are contributing—along with potential harm from the zapping of commercials and from "increased clutter"—to "dual pressures" on advertisers to make sure that all these factors are "carefully considered in assessing media values and options."

The report, by Leslie Wood and Debbi Ellis of Bates Media Information and Analysis, says that in 1986, despite the moderating influence exerted by lowered inflation rates, "most media increases [in CPM] are still expected to be almost double that of inflation, generating substantial real growth:

"Daytime network television—close to three times the inflation rate—projects 9% increases.

"Evening network television projects a more modest 6% rate.

"Spot television will repeat [its] last year's growth rate—6%.

"Radio is expected to match last year's increases: Network radio 6%, spot radio 5%.

"Print adjusts marginally: Magazines reduce [CPM] growth to 6%, supplements hope to recover with a 5% increase, newspapers expect to repeat last year's rate with a 7% increase.

"Outdoor posters will again reduce their growth to a projected 5%."

Looking back over the last 10 years, the Bates study reviewed a decade of "sustained, although erratic, increases in media CPM's and inflation."

The 10-year span, Bates's analysts noted, "began with broadcast media posting extraordinary real growth, about 20%, in several cases. (Real growth has been calculated by subtracting inflationary increases [the consumer price index, or CPI] from nominal increases.)

"Over the next several years, 1978-81, the CPI grew at such a fast rate that most of the media elements analyzed were unable to keep pace. During these middle years, although confronted with skyrocketing inflation, advertisers were generally experiencing negative real CPM rates.

"However, with the improvements in the economy and resumption of moderate CPM growth, all of the media elements examined experienced *real* [CPM] growth since 1982.

Television led the pack, at times posting real annual increases in double digits (see tables).

"The net effect of these yearly increases can be seen in the compounded and average annual growth rate over this period. Virtually every media element exceeded inflation with the exception of spot radio, which matched the CPI rate with a 6.9% increase.

"Network television, daytime and evening, moved at an alarming rate—almost twice the average annual CPI rate (11.9% daytime and 12.4% evening versus 7.0% CPI). The other broadcast media, spot TV (8.2%) and network radio (7.7%) shared comparable growth rates with the print media: magazines (8.4%), newspapers (9.2%), supplements (7.4%) and outdoor posters (8.5%)."

The Bates analysts characterize 1985 as "a strong, real growth year" for media CPM's, "although most media reported lower CPM increases than expected."

Concern over the federal deficit and proposed tax law changes helped to create "a conservative economic environment" in which "advertisers [in 1985] were more cautious in allocating advertising dollars, exerting pressure on the industry to improve media cost performance. All of these factors served to moderate media CPM increases. The majority of media elements (seven out of nine) experienced increases in 1985 which were lower than those recorded in 1984."

This combination of economic conditions hit the 1985 television market in particular. Network revenues dropped below the previous year's levels, "a phenomenon not experienced since 1971," and the two network media elements—daytime and evening—"posted double-digit CPM increases," with daytime network's rising from 9% in 1984 to 15% in 1985, and with evening network's dropping from 15% in 1984 to 10% in 1985, while "spot television CPM increases declined, almost by half, to 6%."

Bates finds that "the proportion of money spent on advertising as a percent of the gross national product continues to grow [from 1.8% in 1975 to an estimated 2.46% in 1986], thus demonstrating the vitality of the advertising industry." And "national advertising, as a percentage of total advertising, has remained consistent between 26%-28% and is expected to remain in that range in 1985," according to Bates's preliminary estimates, which have not been made for 1986.

As for the ups and downs of CPM's over the last 10 years and what it all may mean, Bates's Wood and Ellis offer this conclusion:

"The advertising industry has experienced real growth in CPM's during the last decade and will continue to do so in 1986. However, if the media continue to manifest real cost increases, while generally brand revenue growth parallels CPI increases, then advertising must assume a continually larger portion of a product's sales profits in order to maintain the same level of advertising effort. Additionally, the quality of this advertising effort, particularly in the television medium, is possibly deteriorating due to VCR zipping, channel switching/zapping and increased clutter due to the rapid proliferation of 15-second commercials." □

Ted Bates's media cost survey

Cost-per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Net Radio	Spot Radio	Magazines	Supplements	Newspapers	Outdoor	CPI
1975	100	100	100	100	100	100	100	100	100	100
1976	125	108	125	110	112	102	103	110	106	106
1977	161	136	131	120	122	111	122	119	115	113
1978	174	149	131	129	129	122	124	129	127	121
1979	182	167	143	137	135	131	134	139	142	135
1980	203	190	154	143	145	147	147	153	158	153
1981	218	203	162	155	155	164	163	173	173	169
1982	238	251	176	166	164	181	183	191	191	179
1983	250	269	190	182	176	196	191	210	203	185
1984	272	308	211	200	188	212	201	229	221	193
1985	312	341	224	212	197	229	209	245	233	203
1986 (est.)	341	361	237	225	208	242	219	262	245	211

National Expenditure Trends

	Net TV	Spot TV	Magazines	News Supplements	Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	115	106
1977	150	136	148	133	132	132	113
1978	172	161	177	139	148	140	121
1979	199	177	200	160	160	161	135
1980	222	201	215	177	185	165	153
1981	242	231	241	204	214	190	169
1982	269	269	253	221	227	211	179
1983	304	297	289	247	257	233	185
1984	370	308	317	278	292	255	193
1985	380	367	354	298	324	273	203

Average Yearly Percent Increase in CPM

Category	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986*
Broadcast											
Day net TV	25	29	8	5	11	7	9	5	9	15	9
Even net TV	8	26	9	12	14	7	24	7	15	10	6
Spot TV	25	5	0	9	8	5	9	8	11	6	6
Network radio	10	9	7	6	5	8	7	10	10	6	6
Spot radio	12	9	6	5	7	7	6	7	7	5	5
Print											
Magazines	2	9	9	8	12	12	11	8	8	8	6
Supplements	3	19	2	9	9	11	12	5	6	4	5
Newspapers	10	9	8	8	10	13	10	10	9	7	7
Outdoor											
Posters	6	9	11	12	10	9	11	6	9	6	5
CPI	5.8	6.5	7.7	11.3	13.5	10.4	6.1	3.2	4.3	3.6	3.5

* projection

Top and bottom tables report trends in index form, with 1975, the base year, indexed at 100. Estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements, and 100 showing for outdoor through 1981 and increases in 50 showing for 1982-86. CPM's are based on women 18+ for day network, total persons 2+ for evening network, TV households for spot TV, persons 12+ for radio, circulation for magazines, newspapers and supplements and total population for outdoor. Sources for audience information: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate & Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data from Television Bureau of Advertising. CPI is based on increase in yearly average compiled by conference board. Figures for 1986 are Ted Bates estimates.

For the Record

As compiled by BROADCASTING, March 13 through March 19, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- WWWB-AM-FM Jasper, WWWR(AM) Russellville and WWWF(AM) Fayette, all Alabama (WWWB(AM): 1360 khz; 1 kw-D; WWWB-FM: [illegible] mhz; [illegible] kw; HAAT: [illegible] ft.; WWWR(AM): 920 khz; 1 kw-D; WWWF(AM): 990 khz; 1 kw-D)—Seeks assignment of license from B/W Broadcasting Inc. to WJS Acquisitions Inc. for $[illegible]: $[illegible] for WWWB-AM-FM; $[illegible] for WWWF(AM) and $125,000 for WWWR(AM). Seller is principally owned by John H. Bankhead and family. It has no other broadcast interests. Buyer is owned by William W. [illegible], who also owns WJRD(AM) Tuscaloosa, Ala., and WZOB(AM) Chattanooga. Filed March 4.

- WCRT(AM) Homewood, Ala. (CP)—Seeks transfer of control of The Birch Corp. from John A. Loper and Kenneth Cory (33.3% each before; none after) to Paul M. Pankey for assumption of liabilities. Seller and buyer have no other broadcast interests. Filed March 10.

- WPGW-AM-FM Portland, Ind. (AM: 1440 khz; 500 w-D; FM: 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of WPGW Inc. from Robert C. Brandon and family (52.86% before; none after) to Robert A. Weaver and Ronald Brandon and his wife, Joyce, for $261,000 for stock. Sellers also have interest in WBUT(AM)-WLER(FM) Butler, Pa. Buyers: Weaver is station's general manager. Brandon is son of seller. Buyers also have interest in WBUT(AM)-WLER(FM). Filed March 10.

- WFPG(AM)-WFPG(FM) Atlantic City (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 96.9 mhz; 50 kw; HAAT: 540 ft.)—Seeks assignment of license from Atlantic County Radio Inc. to [illegible] Inc. for $5 million, comprising $[illegible] and $[illegible] cash and promissory note. Seller is principally owned by [illegible] W. Roberts. It has no other broadcast interests. Buyer is owned by Earl M. Hawkins and Barry T. Dickstein. It also owns WLHN(AM)-WUPE(FM) Pittsfield, Mass.; WNL[illegible](AM)-WQQN(FM) [illegible], Conn.; WDOV(AM)-WDSD(FM) Dover, Del., and has interest in Citadel Communications Co., which owns WVNY-TV Burlington, Vt.; WUTV(TV) Buffalo, N.Y., and KCAU-TV Sioux City, Iowa. Filed March [illegible].

- WPTM(AM) [illegible] ([illegible] khz; 500 w-D)—Seeks assignment of license from WPTM Inc. to [illegible] Broadcasting Inc. for approximately $75,000. Seller is owned by Thomas D. Nelson, who also owns WEMB(AM) [illegible], N.Y. Buyer is owned by Bill J. Brown and Bill R. [illegible], who have no other broadcast interests. Filed March [illegible].

- KDBC-TV El Paso (ch. 4; CBS; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,563 ft.; ant. height above ground: 410 ft.)—Seeks assignment of license from El Paso Television Co. to United Broadcasting Corp. for $32 million cash. Seller is subsidiary of Evening Post Publishing Co., Charleston, S.C.-based publisher and station group which owns KOAA-TV Pueblo, Colo., and KIVI-TV Nampa, Idaho. It publishes four newspapers in Maryland and South Carolina. Buyer is owned by Michael L. Waddington. It also owns KARK-TV Little Rock, Ark., and WTOK-TV Meridian, Miss. Filed March 11.

- KSAT-TV San Antonio, Tex. (ch. 12; ABC; ERP vis. 316 kw; aur. 63.2 kw; HAAT: 1,480 ft.; ant. height above ground: 1,505 ft.)—Seeks assignment of license from Outlet Communications Inc. to H&C Communications Inc. for $153 million cash. Seller is Providence, R.I.-based group of one AM, three FM's and seven TV's. It was recently purchased by group headed by chairman Bruce Sundlun and Wesray Corp. ("For the Record," March 10). It recently sold KOVR(TV) Stockton, Calif. ("In Brief," March 10) and is selling WCPX-TV Orlando, Fla. (see "Changing Hands," page 112). Buyer is Houston-based group of one AM and five TV's, principally owned by Oveta Culp Hobby. Filed March 7.

- KEVR(AM) Heber City, Utah (1340 khz; 500 w-D; 250 w-N)—Seeks assignment of license from Majestic Broadcasting Inc. to Creek Broadcasting Corp. for $153,838. Seller is owned by Howard Johnson and family. It also owns KSUB(AM)-KSSD(FM) Cedar City, Utah. Buyer is owned by Kathleen Davy and Larry Mahoney, who have no other broadcast interests. Filed March 10.

- WVFT-TV Roanoke, Va. (ch. 27; independent; ERP vis. [illegible] kw; aur. 125 kw; HAAT: 2,005 ft.; ant. height above ground: 249 ft.)—Seeks assignment of license from Roanoke Christian Broadcasting Inc. to Family Group Ltd. V for $900,000. Seller is headed by Llewellyn L. Fischer. It has no other broadcast interests. Buyer is Tampa, Fla.-based group

Jack F. Satterfield

WE TAKE GREAT PLEASURE IN ANNOUNCING THAT JACK F. SATTERFIELD HAS JOINED GAMMON & NINOWSKI MEDIA INVESTMENTS, INC. AS AN ASSOCIATE BROKER OPERATING OUT OF PHILADELPHIA, PENNSYLVANIA.

Mr. Satterfield joined Gammon & Ninowski after 28 years working with the radio and television networks. His most recent positions were at the Katz Agency and Blair Television in New York, Boston and Philadelphia. Mr. Satterfield recently left Blair Television as Vice President and Office Manager of their Philadelphia office. His experience also includes [illegible] stations, including network affiliated stations and major market independents.

Mr. Satterfield lives in Philadelphia and has a B.S. degree in [illegible] from West Virginia University.

Gammon & Ninowski

[illegible]

Summary of broadcasting
as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	142	74	216
UHF LPTV	141	136	277
Total LPTV	283	210	493
VHF translators	2,969	186	3,155
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.
Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 31

HOW MINNEAPOLIS-ST. PAUL NEARLY BECAME LOS ANGELES.

It was a real danger there for a while. Once people got hip to the Twin Cities incredible prosperity – we do, for example, have the fourth highest median family income in the country* – mass immigration was sure to follow. The prospect was terrifying. Instead of our nice people in their dutch colonials, we'd end up with a bunch of game show hosts, drive-in health spas, and goodness knows what all. We had to do something. In desperation, we made up this outrageous story about how it gets really cold here. We even said it sometimes gets down to thirty below! People actually fell for it. Needless to say, we felt terrible about telling such a fib. But it worked, and here we sit undisturbed in our secret paradise on the prairie, just two million quiet folks who are perfectly well-adjusted. And incredibly well-heeled.

KSTP-TV 5 abc

On top of a most civilized market.

*Among 25 largest metro areas. Source: 1980 U.S. Census. For more information, call KSTP-TV Sales at [illegible] or your nearest Petry office.

55th Year 1986

[illegible] go at CBS

[illegible]

SPECIAL REPORT

The privatization of Europe

Vol. 110 No. 13

Broadcasting ▫ Mar 31

Marvin Davis makes a bid for CBS
"At Large" with new MGM owner Ted Turner
Television goes private in Europe

LION IN THE CORNER □ Ted Turner takes over as head of MGM. Marvin Davis's offer for CBS is turned down. **PAGE 31.**

RADIO BUYOUTS □ Metromedia gets out of radio business, selling nine stations to management group headed by Carl Brazell Jr. for $285 million. Tenth station goes to Resort Broadcasters. Katz Communications also exits radio, selling its 11 stations to management group for $68.3 million. **PAGE 33.**

ON THE BOARDS □ Networks order made-for-TV movies and mini-series for fall. **PAGE 35.**

BATTLE WITHOUT PICTURES □ Networks scramble to cover by and large unseen skirmish near Libya. **PAGE 37.**

BONDED □ Last week, MGM became the newest member of the Turner Broadcasting stable. While the ink dried on the deal, Ted Turner sat down with BROADCASTING editors to discuss his newest acquisition, and the importance of programing to cable's future. **PAGE 40.**

CUTS □ ABC decides to go with two-anchor team in coverage of NFL and Major League Baseball games. **PAGE 56.**

PEOPLE AND PICTURES □ Walt Disney Domestic Television will syndicate two more series, one based on *People* magazine, the other the Siskel & Ebert movie critique. **PAGE 56.**

JOINT VENTURE □ MCA-TV and Tribune Broadcasting to syndicate *Charles in Charge.* **PAGE 58.**

BROADCAST BONANZA □ Private television systems are proliferating in Europe, historically a stronghold of government-run TV, but there are still a number of issues to be resolved. **PAGES 60-67.**

ANOTHER EGG, A HATCHING □ Potential new satellite service, Columbia, has joined five other applicants seeking to compete with Intelsat. **PAGE 67.** One of the original five, PanAmSat, may convince South American country of Colombia to help it fly. **PAGE 68.**

THIRTY-DAY DELAY □ FCC provides 30-day period for comments on must-carry compromise. **PAGE 73.**

COPING WITH COPYING □ Senate hears CBS Technology proposal for making records, tapes and CD's copy-proof. **PAGE 75.**

TIME FOR TELETEXT □ WBTV(TV) Charlotte, N.C., says low-cost decoders will be available next fall, greatly increasing market for its teletext magazine; it has plans for ancillary data broadcasting service. **PAGE 77.**

PR APPEAL □ USIA Director Charles Z. Wick defends agency's request for almost $1 billion to counter Russian "propaganda blitz." **PAGE 82.**

GETTING DOWN TO BUSINESS □ Heritage Communications President Jim Hoak's love of business has helped him build a Des Moines cable franchise into a top-20 MSO. **PAGE 103.**

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K
K
CARD SHARKS
#1 firm go fall '86

CARD SHARKS
is riding the winds
to the top in
CHICAGO.

No. 1 HOUSEHOLD SHARE

No. 1 WOMEN 18-49

No. 1 WOMEN 25-54

No. 1 TOTAL MEN

CARD SHARKS, A FIRM GO FOR FALL '86
IN SYNDICATION

Source: A.C. Nielsen VIP January, 1986. Demographic material for February unavailable as of publication deadline.

TELEVISION PROGRAM SOURCE

1155 Avenue of the Americas, 30th Floor
New York, New York 10036
(212) 302-4400
●
4000 W. Alameda Avenue, 6th Floor
Burbank, California 91505
(818) 954-7800

MCA, Tribune to syndicate 'Charles in Charge'

Production of 52 episodes will join 22 from network run in new package

MCA-TV and Tribune Broadcasting announced last week that they have joined forces to produce 52 episodes of *Charles in Charge*, starring Scott Baio, for use as a weekly beginning in January 1987. Production of the new episodes will complement 22 episodes of the series produced for the 1984-85 season on CBS, meaning that a strip will be guaranteed by January 1989. The weekly version of the show will be sold on a barter basis, and sales of the strip will be for cash. All six Tribune stations will carry the show.

In making the announcement, James C. Dowdle, president and chief executive officer, Tribune Broadcasting Corp., and Al Rush, president, MCA television group, said a reason to put *Charles* back into production was the show's strong performance among younger demographics in its network run. Although the show ranked third behind NBC's *Highway to Heaven* and ABC's *Fall Guy* in household ratings, it placed second only to *The Cosby Show* in the younger demographics.

Charles in Charge marks the first in a series of projects that will be undertaken by the two companies. "We are definitely going to look at future projects" together, said Dowdle. MCA-TV and Tribune are equal partners in a pool of money for the creation of more syndicated programing. *Charles in Charge* will cost approximately $265,000 per episode to produce, for a total of almost $14 million for the 52 episodes.

Barter sales of the 52 episodes of the weekly version will offer three minutes national and three-and-a-half minutes local. MCA-TV will handle sales of the show, and both companies will sell the three minutes of barter time.

Scott Baio has been confirmed to star in the syndicated sit-com, but the remaining talent in the show remains to be cast. *Charles in Charge*, produced by Scholastic Productions, revolves around a college student who looks after three children for two working parents. If the show's original talent cannot be brought back together, the series might start over with a new family for Charles to move in with. Rush said that the series will either be produced at Universal or at Tribune's KTLA(TV) Los Angeles. ☐

CBS and NBC tie in ratings

The second and third parts of the CBS mini-series *If Tomorrow Comes* lifted that network into a tie with NBC, according to Nielsen ratings for the week of March 17-23. CBS and NBC shared a 16.2 average rating and a 26 average share. ABC had a 14.3/23.

In the evening news ratings, CBS and NBC continued their dogfight. CBS had a 12.3/22, NBC a 12.2/22 while ABC had a 11.3/20.

The second and third parts of *If Tomorrow Comes* produced wins for CBS on Monday and Tuesday. Altogether, the three-part, seven-hour story averaged a 22.1/35. CBS also got a strong performance on Sunday from the sixth-ranked *Dallas: The Early Years* movie.

In its sneak preview following *Cheers* on NBC on Thursday, *All Is Forgiven* (from the producers of *Cheers*) ranked seventh with a 22.4/34.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

1,081 ft., and make changes in ant. sys. Action March 7.

- WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 50 kw. Action March 12.
- WKKY (104.9 mhz) Moss Point, Miss.—Granted app. to change TL and change HAAT to 328 ft. Action March 14.
- WQMV (98.7 mhz) Vicksburg, Miss.—Dismissed app. to change TL. Action March 12.
- WONA-FM (96.7 mhz) Winona, Miss.—Granted app. to change TL, change ERP to 3 kw, and change HAAT to 328 ft. Action March 14.
- KLSI (93.3 mhz) Kansas City, Mo.—Granted app. to change TL and change HAAT to 1,056.16 ft. Action March 17.
- KPQX (92.5 mhz) Havre, Mont.—Granted app. to change ERP to 95.67 kw. Action March 11.
- *KCEP (88.1 mhz) Las Vegas—Dismissed app. to change ERP to 10 kw. Action March 11.
- WQWT (101.7 mhz) Owego, N.Y.—Dismissed app. to change TL, change ERP to .67 kw, change HAAT to 570 ft., and make changes in ant. sys. Action March 12.
- WZKC (98.9 mhz) Rochester, N.Y.—Granted app. to install aux. sys. Action March 11.
- *WCCE (90.1 mhz) Buies Creek, N.C.—Dismissed app. to change freq. to 88.5 mhz, change TL, change HAAT to 300 ft., and make changes in ant. sys. Action March 14.
- WQTR (99.1 mhz) Whiteville, N.C.—Granted app. to change TL, change ERP to 100 kw, change HAAT to 981 ft., and make changes in ant. sys. Action March 17.
- WWJM (106.3 mhz) New Lexington, Ohio—Granted app. to change HAAT to 328 ft. Action March 18.
- WHYL-FM (102.3 mhz) Carlisle, Pa.—Granted app. to make changes in ant. sys. Action March 18.
- WCCR (92.7 mhz) Clarion, Pa.—Granted app. to change HAAT to 279 ft. Action March 17.
- *WKNO-FM (91.1 mhz) Memphis—Dismissed app. to change ERP to 100 kw, change HAAT to 842 ft., and make changes in ant. sys. Action March 7.
- KQXT (101.9 mhz) San Antonio, Tex.—Dismissed app. to change ERP of existing aux. to 85 kw. Action March 7.
- WCKA (97.1 mhz) Sutton, W.Va.—Granted app. to change TL, change ERP to 25 kw, change HAAT to 193.58 ft., and make changes in ant. sys. Action March 14.

TV's

- WLNE-TV (ch. 6) New Bedford, Mass.—Granted app. to change ant. Action March 14.
- KPTM (ch. 42) Omaha—Granted app. to change TL and change HAAT to 1,558 ft. Action March 17.
- *KOCV-TV (ch. 36) Odessa, Tex.—Granted app. to change HAAT to 502 ft. and change TL. Action March 14.

In Contest

Review board made following decisions:

- Morganton, N.C., and Fairforest, S.C. (Beacon Broadcasting and New South Broadcasting Corp.) AM proceeding. Scheduled oral argument for April 4 on exceptions to initial decision of ALJ Edward Luton granting app. of Beacon Broadcasting for AM facilities at Morganton, N.C., and denying competing app. of New South Broadcasting for modification of its WASC. Each party has 20 minutes for argument. New South may reserve part of its time for rebuttal. By letter, March 7.
- Westerville, Ohio (Mid-Ohio Communications Inc. and Chief, Mass Media Bureau) FM proceeding. Scheduled oral argument for April 11 on exceptions to initial decision of ALJ John H. Conlin granting app. of Mid-Ohio for renewal of WBBY(FM) Westerville. Mid-Ohio and Mass Media Bureau each have 20 minutes for argument. The bureau may reserve part of its time for rebuttal. By letter, March 14.

ALJ Joseph Chachkin made following decisions:

- Reno (Washoe Shoshone Broadcasting, et al.) TV proceeding. By separate orders, granted motion filed by Reno Community Broadcasting Co. and enlarged issues against Silver State Telecasters to determine whether its sole partner, Edward R. Stoltz, was careless and inept in his failure to report numerous transmitter site problems; whether he misrepresented facts, lacked candor and effect of such action on Silver State's qualifications to be commission licensee; granted motion for summary decision filed by Reno Eleven Telecasters and resolved air hazard issue in its favor; granted motion filed by David Moose and dismissed his app. with prejudice. By MO&O, March 10, by order, March 11, and by order, March 14.
- Conroe, Tex. (Jack Clarke III, et al.) TV proceeding. Granted joint requests for settlement agreement and dismissed apps. of Brokinrod Broadcasting Co., Luis Y. Nefida Castreinda and Jack Clarke III with prejudice; granted app. of San Jacinto Television Corp. for new TV station at Conroe, and terminated proceeding. By MO&O, March 11.
- Fort Worth (Alden Television Inc., et al.) TV proceeding. Granted motions for summary decision filed by Texas Spanish Broadcasters and Nuevo Mundo Broadcasting Inc. and resolved air hazard issues in their favor. By order, March 8.

ALJ [illegible] made following decision:

- Rugby, N.D. (Rugby Broadcasting Inc. and Rugby Broadcasting Limited Partnership) FM proceeding. Granted requests for settlement agreement and dismissed app. of Rugby Broadcasting Limited Partnership with prejudice; granted app. of Rugby Broadcasting Inc. for new FM station at Rugby and terminated proceeding. By MO&O, March [illegible].

ALJ [illegible] made following decisions:

- Key West, Fla. (Florida Keys TV, et al.) TV proceeding. Granted motion for partial summary decision filed by Constance J. Wolfinger and resolved air hazard issue in her favor. By MO&O, March 6.
- Newton, N.J. (Oneida Television, et al.) TV proceeding. Granted motion filed by Oneida Television and dismissed its app. with prejudice. By separate order, granted motion filed by Family Stations Inc. and added site availability and misrepresentation issues against John R. Powley. By order, March 6, and by MO&O, March 19.
- Rock Hill, S.C. (Beverly Hills Hotel Corp., et al.) TV proceeding. Granted petition filed by First Days Corp. and dismissed its app. with prejudice. By separate order, granted motion filed by Beverly Hills and dismissed its app. with prejudice. By order, March 4, and by order, March 17.
- El Paso (CNDC Communications, et al.) TV proceeding. By separate orders, granted petitions filed by CNDC and enlarged issues against Janet Moore to determine availability and suitability of her proposed ant. site and whether Moore made misrepresentations to FCC concerning that site and against Saludo Broadcasting Co. to determine facts and circumstances concerning its ant. tower site and whether Saludo complied with section 73.3514 of rules; granted Saludo's petition and enlarged issues against Liquico Television to determine whether Liquico can effectuate its proposed operation with its proposed staff. By MO&O, March 13 and by MO&O's, 19.

ALJ Joseph P. Gonzalez made following decision:

- Kearney, Neb. (Stephen G. Kafka, et al.) FM proceeding. By separate orders, granted motions by Kearney State College and Stephen G. Kafka and dismissed their apps. with prejudice; granted joint request by Ferrell Broadcasting and Polly A. Hays for settlement agreement and dismissed Ferrel app. with prejudice; granted app. of Hays for new FM station at Kearney, and terminated proceeding. By orders and by MO&O, March 19.

ALJ [illegible] made following decisions:

- Venice, Fla. (Venice Flying Service Inc. and Air Venice Inc.) Aeronautical advisory station proceeding. Pursuant to agreement between parties and city of Venice, and at request of chief, private radio bureau, dismissed both apps. without prejudice and terminated proceeding. By order, March 13.
- Vineland, N.J. (Rita Wyse and Family Television Network) TV proceeding. By separate orders, granted motion filed by Family and resolved air hazard issue in its favor; granted joint requests by Wyse and Family for settlement agreement and dismissed app. of Wyse with prejudice; granted app. of Family for new TV station at Vineland, and terminated proceeding. By order and by MO&O, March 14.
- Charleston, S.C. (First Equimedia, et al.) TV proceeding. Granted petition filed by First Equimedia and dismissed app. of R.G. Brown Communications Inc. with prejudice for failure to prosecute. By order, March 14.

ALJ [illegible] made following decisions:

- Lewiston, Me. (Minority Women's TV Coalition, et al.) TV proceeding. Granted motion filed by Ashley Communications and dismissed its app. with prejudice; granted motion filed by Sebago Broadcasting Co. and enlarged issues against Minority Women to determine whether Minority falsely certified documents in this proceeding and whether Minority should be disqualified; granted motion for summary decision by Sebago Broadcasting and resolved air hazard in its favor. By separate order, granted motion filed by John R. Powley and dismissed his app. with prejudice and directed Minority to answer interrogatories by March 24 or show cause why its app. should not be dismissed. By MO&O, March 6, and by MO&O, March 18.
- Pittsburgh (Digital Paging Systems Inc., et al.) MDS proceeding. Granted joint request for settlement agreement and dismissed apps. of Multipoint Information Systems Inc., DaxCom Corp., and Private Networks Inc. with prejudice; granted joint venture app. of Pittsburgh MDS Co. for CP to operate on ch. 2 at Pittsburgh, and terminated proceeding. By MO&O, March 6.
- Las Vegas (Classic Vision Inc., et al.) TV proceeding. Granted motion filed by Lucky 33 TV and dismissed its app.; granted motions filed by 4-A Communications and Venture Broadcasting Co. to enlarge issues against El Sol Broadcasting to determine site availability, whether El Sol was careless or inept in prosecuting its app., whether it misrepresented ownership and control, and, if so, effects on El Sol's basic qualifications; granted motion filed by 4-A and added issue to determine whether Classic made available for inspection copy of its app. as required by commission rules; and granted 4-A's motion and enlarged issues against Venture to determine availability of designated ant. site. By MO&O, March 17.
- Cabo Rojo, P.R. (Olga Iris Fernandez, et al.) FM proceeding. Granted motion for summary decision filed by Maria I. Otero Aviles and resolved engineering issue in her favor; granted motion filed by Aviles and dismissed the app. of Cabo Rojo Radio for failure to prosecute. By MO&O, March [illegible].

ALJ [illegible] made following decision:

- Tolleson, Ariz. (Lifestyle Broadcasting Corp., et al.) TV proceeding. Granted motion filed by Lifestyle Broadcasting and dismissed its app. with prejudice. By order, March 18.

ALJ [illegible] made following decision:

- Seaside Park and South Toms River, N.J. (Sandpiper Communications Inc. and Jersey Shore Broadcasting Corp.) AM proceeding. Granted joint requests for settlement agreement and dismissed app. of Jersey Shore for South Toms River with prejudice; conditionally granted app. of Sandpiper Communications for new AM at Seaside Park, and terminated proceeding. By MO&O, March 4.

ALJ [illegible] made following decision:

- Little Rock, Ark. (Leininger-Geddes, et al.) TV proceeding. Granted motion filed by Maumelle TV and dismissed its app. with prejudice. By order, March 13.

Summary of broadcasting

as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	[illegible]	[illegible]	[illegible]
Commercial FM	[illegible]	[illegible]	[illegible]
Educational FM	[illegible]	[illegible]	[illegible]
Total Radio	[illegible]	[illegible]	[illegible]
FM translators	[illegible]	[illegible]	[illegible]
Commercial VHF TV	[illegible]	[illegible]	[illegible]
Commercial UHF TV	[illegible]	[illegible]	[illegible]
Educational VHF TV	[illegible]	[illegible]	[illegible]
Educational UHF TV	[illegible]	[illegible]	[illegible]
Total TV	[illegible]	[illegible]	[illegible]
VHF LPTV	[illegible]	[illegible]	[illegible]
UHF LPTV	[illegible]	[illegible]	[illegible]
Total LPTV	[illegible]	[illegible]	[illegible]
VHF translators	[illegible]	[illegible]	[illegible]
UHF translators	[illegible]	[illegible]	[illegible]
ITFS	[illegible]	[illegible]	[illegible]
Low-power auxiliary	[illegible]	[illegible]	[illegible]
TV auxiliary	[illegible]	[illegible]	[illegible]
UHF translator/boosters	[illegible]	[illegible]	[illegible]
Experimental TV	[illegible]	[illegible]	[illegible]
Remote pickup	[illegible]	[illegible]	[illegible]
Aural STL & intercity relay	[illegible]	[illegible]	[illegible]

* Includes off-air licenses.

* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

C1750-1

The Fifth Estate

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Broadcasting Apr 7

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55th Year 1986

FCC's AM Wishlist

NAB Equipment Preview

Vol. 110 No. 14

Broadcasting ▫ Apr 7

Technology preview for NAB 86
"At Large" with CBS's Joseph Flaherty
AM report preview by FCC

SNEAK PEAK □ FCC previews AM report. **PAGE 35.** And the view from Mass Media Bureau Chief James McKinney begins on **PAGE 37.**

GOLDEN VIEW □ Leonard Goldenson warns of effects on broadcast stewardship in light of takeover mania. **PAGE 35.**

FOR THE RECORD □ Record payola investigation and reports cause words between CBS and NBC. **PAGE 38.**

BY A WHISKER □ NBC edges CBS in the market-by-market February sweeps tallies. **PAGE 39.**

TECHNICAL AGREEMENT □ Ampex and Sony join together in video recording field. **PAGE 41.**

NAB 86 □ BROADCASTING looks at the technological smorgasbord on display on the exhibit floor in Dallas. The rush to digital video recording and the battle in the small-format video market. Plus looks at FMX, SNG, stereo television, TV graphics and cameras, transmitters and HDTV. **PAGE 45.** A complete listing of exhibitors runs from **PAGES 62 to 123.** A rundown of the agenda begins on **PAGE 123.**

FLAHERTY AT LARGE □ CBS's Joseph Flaherty discusses, among other topics, the work behind and still to come on achieving a single standard for high-definition television. **PAGE 134.**

STAFF RECOMMENDATION □ FCC Mass Media Bureau recommends rejection of settlement agreement whereby Group W would buy RKO's KHJ-TV Los Angeles. **PAGE 140.**

WHEEL KEEPS ROLLING □ *Wheel of Fortune* leads Cassandra ratings for ninth consecutive time. **PAGE 146.**

MATCHING PROBLEMS □ Barris Enterprises sues Lorimar-Telepictures over alleged similarity between game shows. **PAGE 149.**

AWARD WINNING NIGHT □ Ratings for Oscars help ABC to tie NBC in weekly ratings. **PAGE 150.**

MONEY PLEA □ All-Industry Radio Music License Committee asks for more funds to battle latest demand for industrywide rate increase. **PAGE 152.**

MOVING ALONG □ ABC says sales are strong for its July 4 weekend television coverage. **PAGE 155.**

PULITZER PROBLEMS □ Heirs to Pulitzer Publishing Co. file suit against company. **PAGE 155.**

BIGGER STAKE □ Loews Corp. increases ownership in CBS. **PAGE 157.**

CUTTING BACK □ ABC reduces its news staff by 6%. **PAGE 159.**

TRAILBLAZER □ George Brown receives NAB engineering honor for pioneering efforts in radio and television. **PAGE 191.**

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NBC edges CBS in February sweeps

Closer analysis of race that appeared to be a dead heat shows NBC nudged ahead of CBS

Network analysis of the Arbitron and Nielsen diary data reveals that NBC squeaked out a small margin of victory over CBS in the prime time ratings. Based on the national overnight prime time ratings collected at the close of the sweep period, CBS and NBC were thought to have tied in February (BROADCASTING, March 3). But a closer look at the diaries shows that NBC won its first February sweeps in its history (a year earlier it won the demographics but lost the households to CBS). In addition, both CBS and NBC improved upon their year-ago performance, while ABC was off several percentage points.

An NBC analysis of both Arbitron (223 markets) and Nielsen (223 markets) data shows that NBC was up 9% in Nielsen and 7% in Arbitron over the February 1985 sweeps. NBC delivered an average 15,797,000 households per quarter hour in prime time based on Nielsen diaries, and 15,062,000 households based on Arbitron diaries.

NBC said that ABC was down 7% in Arbitron with 12,859,000 households, and CBS was up modestly (2%) from a year earlier with 14,902,000 households. In Nielsen, ABC was off 4% with 13,225,000 households and CBS was up 4% with 15,655,000 households.

A CBS analysis of 214 Arbitron February 1986 diaries—CBS traditionally does not perform analysis of the Nielsen diaries—showed that NBC boosted its delivery by 7.5% to 14,864,000 households. CBS was up 2.3% to 14,799,000 households and ABC was down 6.7% to 12,740,000 households.

The CBS analysis also said that combined network viewing increased 1.1% to 42,403,000 households per prime time quarter hour. However, since the overall U.S. households population has also increased slightly (1.2%), that nets out to a virtually flat performance compared to last year.

Using data based on 151 Arbitron-defined markets in which each of the networks has a full-time affiliate, CBS said that its affiliates were first in 68.5 markets during prime time, compared to 67.5 markets for NBC and 15 markets for ABC. In second place, CBS had 57.5 markets, NBC 54 markets and ABC 39.5 markets. Third place saw ABC in 96.5 markets, NBC in 29.5 markets, and CBS in 25 markets. (In the case of a two-way tie, each affiliate was awarded half a point).

That compares with 48 first-place finishes for NBC in February 1985, 64 for CBS and 35 for ABC.

NBC's analysis of the Arbitron markets had NBC ranked first in 93 markets, six fewer than a year ago. CBS led in 95 markets, 11 more than last year, and ABC was first in 30 markets, 10 fewer than a year ago. In Nielsen, NBC was first in 90 markets, 10 fewer than a year ago. CBS led in 101 markets, 23 more than last year, and ABC was first in 28 markets, 13 fewer than it had in February 1985.

According to CBS's analysis of Arbitron data, since February 1985 CBS affiliates increased their prime time delivery in 91 markets, slipped in 69 and showed no change in 22. NBC affiliates improved their audience in 109 markets, declined in 54 and recorded no change in 13. The ABC stations moved up in 36 markets, fell in 124 markets (70%) and held steady in 17.

Although starting with the same data, the networks present different numbers, usually with only slight differences. Questions such as whether to measure prime time programing that runs outside that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk shows a new station in the market or an affiliation change between February 1985 and February 1986. A dagger (‡) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska, and St. Thomas, Virgin Islands.

ADI (rank)	1986 households (000)		
	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	18	22	**25**
Albany, Ga. (150)	4	—	**61**
Albany-Schenectady-Troy, N.Y. (51)	83	**103**	88
Albuquerque, N.M. (62)	69	53	**89**
Alexandria, La. (163) *	6	—	**41**
Alexandria, Minn. (172)	—	**40**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**37**	27	28
Anniston, Ala. (193)	—	**13**	—
Ardmore-Ada, Okla. (173)	16	**21**	—
Atlanta (15)	173	203	**205**
Augusta, Ga. (105)	44	**45**	28
Austin, Tex. (79)	39	**59**	- 46
Bakersfield, Calif. (148)	22	**26**	25
Baltimore (21)	174	179	**189**
Bangor, Me. (153)	17	**26**	21
Baton Rouge (91)	**64**	58	46
Beaumont-Port Arthur, Tex. (122)	34	40	**44**
Bend, Ore. (208)	—	**5**	—
Billings-Harding, Mont. (165)	15	**18**	11
Biloxi-Gulfport-Pascagoula, Miss. (180)	**37**	—	—
Binghamton, N.Y. (134)	11	**50**	23
Birmingham, Ala. (47)	109	43	**114**
Bluefield-Beckley-Oak Hill, W.Va. (147)	27	—	**34**
Boise, Idaho (136)	21	25	**31**
Boston (6)	317	289	**332**
Bowling Green, Ky. (196)	**24**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	25	54	**73**
Buffalo, N.Y. (35)	102	**109**	105
Burlington, Vt. (98)	11	**54**	43
Butte, Mont. (189) *	—	**13**	7
Casper-Riverton, Wyo. (185)	**15**	8	2

ADI (rank)	1986 households (000)		
	ABC	CBS	NBC
Cedar Rapids-Waterloo, Iowa (73)	56	53	**65**
Charleston, S.C. (106)	36	**50**	41
Charleston-Huntington, W.Va. (43)	72	92	**124**
Charlotte, N.C. (32)	102	**146**	61
Charlottesville, Va. (197)	—	—	**9**
Chattanooga (80)	50	50	**57**
Cheyenne, Wyo. (202) *	—	**17**	—
Chicago (3)	**518**	411	502
Chico-Redding, Calif. (140) *	**29**	25	8
Cincinnati (29)	102	**128**	126
Clarksburg-Weston, W.Va. (162)	—	**26**	23
Cleveland (11)	249	255	**264**
Colorado Springs-Pueblo (99)	37	37	**41**
Columbia, S.C. (87)	32	46	**89**
Columbia-Jefferson City, Mo. (137)*	20	**28**	**28**
Columbus, Ga. (115)	**51**	46	18
Columbus, Ohio (33)	98	134	**138**
Columbus-Tupelo, Miss. (135)	11	27	**50**
Corpus Christi, Tex. (121)	**32**	30	28
Dallas-Fort Worth (8)	244	**274**	237
Davenport, Iowa-Rock Island-Moline, Ill. (74)	51	60	**62**
Dayton, Ohio (48)	70	**106**	74
Denver (19)	145	145	**180**
Des Moines (66)	57	**78**	66
Detroit (7)	295	278	**342**
Dothan, Ala. (160)	7	**46**	—
Duluth, Minn.-Superior, Wis. (120)	31	32	**34**
El Centro, Calif.-Yuma, Calif. (182) *	—	4	**9**
El Paso, Tex. (104)	35	32	**46**
Elmira, N.Y. (167)	**14**	—	**14**
Erie, Pa. (138)	25	26	**46**
Eugene, Ore. (133)	28	**33**	17

ADI (rank)	1986 households (000) ABC	CBS	NBC
Eureka, Calif. (184)*		**10**	7
Evansville, Ind. (88)	**52**	46	46
Fargo, N.D. (102)	32	32	**37**
Flagstaff, Ariz. (206)			**7**
Flint-Saginaw-Bay City, Mich. (54)	81	47	**98**
Florence, S.C. (145)	22	**66**	
Fort Myers-Naples, Fla. (107)	22	**43**	38
Fort Smith, Ark. (149)	18	**34**	17
Fort Wayne, Ind. (93)	40	**42**	39
Fresno, Calif. (64)*	50	**60**	59
Gainesville, Fla. (170)	**18**		
Glendive, Mont. (214)		**2**	
Grand Junction, Colo. (177)	8	**18**	
Grand Rapids-Kalamazoo, Mich. (41)	89	88	**108**
Great Falls, Mont. (178)	**14**	13	
Green Bay, Wis. (68)	65	58	**58**
Greensboro-Winston Salem-High Point, N.C. (50)	87	**106**	90
Greenville-New Bern, N.C. (97)	26	55	**60**
Greenville-Asheville-Spartanburg, S.C. (37)	81	106	**124**
Greenwood-Greenville, Miss. (168)	**32**	14	
Hagerstown, Md. (194)			**16**
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	63	79	**120**
Harrisonburg, Va. (200)	**19**		
Hartford-New Haven, Conn. (24)	122	**183**	91
Helena, Mont. (210)			**7**
Houston (10)	**247**	211	222
Huntsville-Decatur-Florence, Ala. (89)	61	**52**	48
Idaho Falls-Pocatello (159)	11	18	**20**
Indianapolis (23)	112	142	**143**
Jackson, Miss. (85)	29	**64**	62
Jackson, Tenn. (190)	**29**		
Jacksonville, Fla. (61)	50	**89**	57
Johnstown-Altoona, Pa. (81)	7	69	**90**
Jonesboro, Ark. (178)	**31**		
Joplin, Mo.-Pittsburg, Kan. (119)	32	**37**	37
Kansas City, Mo. (30)	115	**133**	127
Knoxville, Tenn. (60)	72	**95**	48
La Crosse-Eau Claire, Wis. (127)	12	34	**41**
Lafayette, Ind. (191)		**13**	
Lafayette, La. (111)	41	**63**	
Lake Charles, La. (171)			**42**
Lansing, Mich. (100)		**63**	47
Laredo, Tex. (199)	3	**4**	**4**
Las Vegas (96)	28	37	**45**
Laurel-Hattiesburg, Miss. (164)			**32**
Lexington, Ky. (77)*	44	**69**	51
Lima, Ohio (195)			**20**
Lincoln-Hastings-Kearney, Neb. (90)	27	**51**	16
Little Rock, Ark. (55)	75	76	**82**
Los Angeles (2)	530	521	**624**
Louisville, Ky. (49)	57	**109**	105
Lubbock, Tex. (141)	20	**27**	22
Macon, Ga. (132)	16	**41**	20
Madison, Wis. (109)	36	**49**	44
Mankato, Minn. (209)		**13**	
Marquette, Mich. (186)		**21**	
McAllen-Brownsville, Tex. (117)	30	**32**	25
Medford, Ore. (156)	12	20	**29**
Memphis (40)	73	**119**	115
Meridian, Miss. (174)	**24**	9	6
Miami (14)	159	**181**	176
Milwaukee (28)	105	111	**130**
Minneapolis-St. Paul (16)	171	**195**	169
Minot-Bismarck-Dickinson, N.D. (146)*	5	26	**34**
Missoula-Butte, Mont. (176)		13	**17**
Mobile, Ala.-Pensacola, Fla. (57)	64	**95**	78
Monroe, La.-El Dorado, Ark. (114)	16	**62**	26
Montgomery, Ala. (116)	21		**64**
Nashville (31)	93	**144**	138
New Orleans (34)	91	**140**	116
New York (1)	976	1,120	**1,133**

ADI (rank)	1986 households (000) ABC	CBS	NBC
Norfolk-Portsmouth, Va. (46)	73	**96**	93
North Platte, Neb. (212)	—	—	**9**
Odessa-Midland, Tex. (144)	26	**30**	23
Oklahoma City (36)	80	**115**	99
Omaha (70)	68	67	**73**
Orlando-Daytona Beach, Fla. (27)	116	119	**143**
Ottumwa, Iowa-Kirksville, Mo. (204)	**19**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	36	**72**	63
Palm Springs, Calif. (183)	**8**	—	7
Panama City, Fla. (175)	17		**25**
Parkersburg, W.Va. (198)		—	**9**
Peoria, Ill. (100)	39	39	**44**
Philadelphia (4)	**483**	426	464
Phoenix (22)	107	**152**	133
Pittsburgh (12)	238	**254**	202
Portland, Ore. (25)	98	120	**126**
Portland-Poland Spring, Me. (76)	50	46	**58**
Presque Isle, Me. (205)	—	**9**	—
Providence, R.I.-New Bedford, Mass. (42)	91	92	**113**
Quincy, Ill.-Hannibal, Mo. (152)	—	**32**	30
Raleigh-Durham, N.C. (38)	98	**112**	45
Rapid City, S.D. (161)	**23**		15
Reno (125)	**28**	23	26
Richmond, Va. (63)	66	**92**	70
Roanoke-Lynchburg, Va. (72)	43	**81**	69
Rochester, N.Y. (71)	56	62	**63**
Rochester, Minn.-Mason City, Iowa (142)	25	19	**28**
Rockford, Ill. (112)	31	35	**36**
Roswell, N.M. (181)		**17**	—
Sacramento-Stockton, Calif. (20)	122	139	**184**
St. Joseph, Mo. (188)	**20**		—
St. Louis (18)	158	198	**204**
Salinas-Monterey-San Jose, Calif. (110)	42	24	**45**
Salisbury, Md. (166)	13	**22**	—
Salt Lake City (39)	92	100	**110**
San Angelo, Tex. (192)	—	**13**	—
San Antonio, Tex. (45)	70	**107**	86
San Diego (26)	89	**117**	98
San Francisco (5)	259	**313**	307
Santa Barbara-Santa Maria, Calif. (113)	**29**	26	20
Sarasota, Fla. (157)	**21**	—	—
Savannah, Ga. (108)*	22	**47**	39
Seattle-Bellingham-Tacoma (13)	157	155	**206**
Selma, Ala. (210)		**30**	—
Shreveport, La.-Texarkana, Tex. (53)	76	**78**	68
Sioux City, Iowa (129)	31	14	**34**
Sioux Falls-Mitchell, S.D. (95)	41	**59**	26
South Bend-Elkhart, Ind. (84)	43	58	**63**
Spokane, Wash. (78)	48	54	**58**
Springfield, Mass. (103)	31	—	**45**
Springfield, Mo. (83)	23	55	**64**
Springfield-Decatur-Champaign, Ill. (69)	49	65	**67**
Syracuse, N.Y. (67)	54	**84**	83
Tallahassee, Fla. (130)	13	**54**	8
Tampa-St. Petersburg (17)	162	**206**	188
Terre Haute, Ind. (131)	11	39	**40**
Toledo, Ohio (65)	56	87	**90**
Topeka, Kan. (143)	14	**31**	23
Traverse City-Cadillac, Mich. (139)	16	**41**	36
Tucson, Ariz. (82)	37	42	**49**
Tulsa, Okla. (52)	**85**	76	74
Tuscaloosa, Ala. (187)	—	**11**	—
Twin Falls, Idaho (202)*	—	**10**	—
Tyler, Tex. (154)	**48**	10	—
Utica, N.Y. (158)	14	—	**26**
Victoria, Tex. (207)	6	—	**7**
Waco-Temple, Tex. (94)*	18	**48**	37
Washington (9)	212	**255**	251
Watertown-Carthage, N.Y. (169)	—	**22**	—
Wausau-Rhinelander, Wis. (128)	27	**40**	14
West Palm Beach-Ft. Pierce, Fla. (56)	45	27	**64**

ADI (rank)	1986 households (000)		
	ABC	CBS	NBC
Wheeling, W.Va.-Steubenville, Ohio (124)		**48**	46
Wichita-Hutchinson, Kan. (59)	51	**74**	66
Wichita Falls, Tex.-Lawton, Okla. (126)	24	**27**	**27**
Wilkes Barre-Scranton, Pa. (58)	**105**	64	93
Wilmington, N.C. (151)	33	8	**61**
Yakima, Wash. (123)	20	**33**	27
Youngstown, Ohio (92)	44	57	**62**
Zanesville, Ohio (201)	—	—	**11**

Ampex, Sony join forces on video recording front

But Matsushita isn't taking the news lying down; it may have NBC as trump card in planned introduction of new half-inch M-II format

An unexpected alliance between Sony and Ampex—the two largest sellers of broadcast video recorders—has turned the long-escalating rivalry over small-format video between Sony and fellow Japanese manufacturer Matsushita into a full-scale war which could well encompass the entire range of broadcast video recorder formats.

In announcements made in anticipation of next week's National Association of Broadcasters annual equipment exhibition in Dallas, Ampex said last Thursday it had agreed to license Sony's Betacam half-inch video format and design equipment to an enhanced version of Betacam dubbed "SP." Sony also said Thursday it will join Ampex in standardizing an Ampex-developed composite digital technology and intends to build studio videotape recorders to the format.

Ampex representatives described the agreements as a "cross-licensing arrangement of sorts," and the agreements appeared to carry the elements of a mutual arrangement, with Ampex receiving support for its controversial nonstandard composite digital technology (international standards efforts have centered on component digital) in return for providing Sony's Betacam with a critical second source with which to increase its domination of the still slow-growing small-format market.

A Sony spokesman denied, however, that the agreements between the two companies, which together already are believed to control as much as 80%-90% of the U.S. broadcast videotape recording market, were related, and said the timing of the announcements was purely "coincidental."

For a brief period following the announcement, it appeared Matsushita could be outflanked by the two companies, just as its U.S. arm Panasonic was preparing the release of first details on its new half-inch M-II format product family. M-II is to be marketed both as a newsgathering tool and as a studio product to replace the commonly used one-inch Type C studio format.

But Matsushita, Japan's largest corporation, appears to remain determined to penetrate the U.S. broadcast market and may have found what could become a powerful foothold with which to win penetration in the U.S. market. NBC's Michael Sherlock, executive vice president of operations and technical services, told BROADCASTING last Friday that the network expects to end its 18-month search for a new video format this week and gave strong indications it is leaning toward the selection of M-II to fulfill its desire for a "universal" video format.

M-II is of little interest as a video format to Capcities/ABC, however, according to Julius Barnathan, president, Broadcasting Operations and Engineering. Barnathan instead praised the Ampex-Sony announcements as "wonderful" and "healthy for the marketplace," and although he said the network had made no commitment to Betacam, he seemed greatly encouraged there were now two manufacturers of the format. (One network, CBS, already decided last year to purchase Betacam equipment from Sony.)

Matsushita is making its own effort to find additional sources to manufacture its M-II line, which will initially include a studio and field recorder and camera available next fall and a portable field edit package available in 1987. At least one manufacturer, JVC, of which Matsushita owns a controlling interest, will affiliate with the company to manufacture and market the gear.

The Ampex decision to re-enter the half-inch arena was apparently prompted by developments of an enhanced version of Betacam, which Sony plans to demonstrate in a prototype version at a technology exhibit at NAB next week. Earlier in the 1980's, Ampex marketed Matsushita-manufactured camera-recorders using M-II's precursor, M-format, but it sold few, if any, of the units, and has since argued half-inch could serve only as an "interim" format.

Mark L. Sanders, vice president and gen[illegible]anager of Ampex Audio-Video Sys[illegible]vision, told reporters at a press con[illegible]ce in New York last Thursday that, based on the enhanced version of Betacam, "Ampex has become convinced that Betacam is the format of choice." Ampex still maintains, however, that half-inch is an "interim" format and that Sony would agree—eight millimeter digital will ultimately be the industry's standard small format.

Although Sony's worldwide sales of Betacam have reached 25,000 units, with 5,000 to 6,000 sold in the U.S. market for an estimated 16% penetration of the ENG market, Sanders said the existing three-quarter-inch U-matic format has remained "ubiquitous," primarily because, despite the advantages of new formats, there have been "too many choices."

The Betacam SP (superior performance), like Matsushita's M-II, will use a metal particle video tape formulation in place of existing metal oxide tape, gaining improvements in cassette play time, luminance (monochrome) bandwidth and signal-to-noise ratio. But unlike M-II, which is incompatible with Matsushita's M-format products, the new Betacam SP and existing Betacam products are essentially interchangeable, with SP tapes playable on both lines and the only limitations being the inability of Betacam to record or edit on SP tapes.

In order to maintain that compatibility, however, some say Sony has had to make certain trade-offs for the format that Matsushita did not—for example, Sony's Betacam SP long-playing 90-minute cassette is apparently larger in size than the standard cassette used by M-II and so less likely to be appropriate for field use.

Sony has set its goal for production models of Betacam SP for 1987, although it has not yet decided how broad the product line

Format foray. Sanders of Ampex (at podium) announcing video format agreements at press conference in New York last week. Also present from Ampex were (l-r) Michael D'Amore, director of worldwide marketing, Joachim (Jock) Diermann, business manager, video recording, and Philip Ritti, director of marketing, Magnetic Tape Division.

surance show for *Catch Phrase* in December when it became evident the ratings for the latter did not bode well for a sustainable future. *Perfect Match* was developed in-house at Telepictures and went on the drawing boards shortly after the 1985 NATPE convention in San Francisco. *Perfect Match* and *$1 Million Chance of a Lifetime* were the first two Telepictures shows to be completely developed and produced in-house. Although originally slated for a fall 1986 premiere, *Perfect Match* was rolled out early when it became clear *Catch Phrase* was not doing well. ☐

CBS pilot addenda

Additional pilot orders have been disclosed by CBS-TV for the 1986-87 prime time season (BROADCASTING, March 17). Programs announced include:

Half-hours

■ *Blue Skies*. CBS Productions. A comedy starring Beau Bridges, Debra Engle and Kim Hauser about a divorced New Yorker who marries an Idaho widower and moves to a Midwestern farmhouse, where their disparate families are merged. Glenn Jordan is the director, Carol McKeand and Mark Nasatir the writers. Executive producers are Carol and Nigel McKeand.

■ *Mixed Company*. Lorimar Television. Jordan Moffet writes and Joel Zwick directs this comedy exploring the personal lives of six off-beat New York City fire fighters.

■ *Shelley*. The Landsburg Co. Shelley Winters stars as "a happily-married wife and grandmother who has elected to transform her 'quiet' retirement years into the hectic world of motherhood when she and her husband adopt three boisterous kids." Michael and Jake Weinberger are the producers and writers, with a director to be announced.

■ *Together We Stand*. Universal Television in association with Al Burton Productions and Redwood Productions. A domestic situation comedy about an American family consisting of one natural-born son and three adopted children from three ethnic backgrounds. The writer is Michael Jacobs, director Alan Rafkin.

■ *Bloodbrothers*. An upscale, contemporary comedy about two life-long friends suddenly reunited after one becomes a yuppie and the other a committed idealist. Directed by Gene Reynolds and written by David Chambers.

Hours

■ *All The News*. Universal Television. A drama about the world of crime reporting, focusing on a group of big-city journalists and their police contacts. Dan Pyne is the writer, Rick Rosenthal the director and William Sackheim the producer. Creative consultants are Richard Levinson and Bill Link.

■ *Downtown*. Ron Samuels Productions. A drama about a hard-core Los Angeles policeman who is supervising a group of four colorful parolees, who fight rehabilitation every step of the way. Don Petrie is the director, Marc Norman producer and writer. Cast members announced are Michael Nouri, Robert Englund, Milicent Martin, Blair Underwood and Mariska Hargitay.

■ *Power's Play*. Furia/Oringer Productions in association with Procter & Gamble Productions. An action-adventure series about a young woman who suddenly inherits a multi-million-dollar empire and a dashing, impetuous business partner. John Furia is the executive producer. Writers are Harry and Renee Longstreet, Noreen Stone and James David Buchanan. Cast and director to be announced.

■ *R.E.L.A.X.* CBS Productions. An action drama that "spotlights an elite law enforcement task force that operates out of the country's most notorious smuggling crossroads: Los Angeles International Airport." Alan Levin and Bernie Sofronski are supervising producers, Paul Michael Glaser is the director and Floyd Mutrux the writer. ☐

Ready to play ball. New York Yankees and superstation WPIX-TV New York have reached a compromise on the presentation of news and Yankee baseball. The station will carry 33 weeknight home games in their entirety beginning at 7:30 p.m. After much deliberation over the Yankees' new and earlier 7:30 p.m. start for home games, WPIX said it would pick up those contests "in progress" at 8 p.m. because it did not want to move its *Independent Network News* broadcast from its 7:30 p.m. slot. The compromise calls for WPIX to present three "newsbreaks" between innings during game telecasts and to preempt its 30-minute newscast "while maintaining the option of going to 7 o'clock newscasts later in the season."

Lowest-rated Oscars still lift ABC to tie NBC

For the second time in two weeks, the prime time ratings ended in a tie, with ABC and NBC each having a 15.8 average rating and 26 average share for the week of March 24-30. The previous week NBC and CBS tied. CBS scored a 14.2/24 for the week.

ABC's ratings strength came from the *58th Annual Academy Awards* (despite a new low in ratings for the show at 27.1/41) and its regular schedules on Tuesday and Wednesday. ABC had four top 10 shows (including a tie for 10th place).

ABC premiered *Perfect Strangers* behind the fifth-ranked *Who's the Boss* (22.6/36) and it came in eighth with a 21.3/33. ABC's two other premieres did not fare as well. *Mr. Sunshine* and *Joe Bash*, on Friday night, got a 13.2/23 and 11.3/19, respectively.

NBC won on Thursday, Friday and Saturday with four of the top 10 shows including first- and second-ranked repeats of *The Cosby Show* (32.5/54) and *Family Ties* (28.5/47). CBS had a Sunday win on the strength of its normal lineup, which included the ninth-ranked *CBS Sunday Night Movie* (21/35).

CBS's premiere of *Morningstar/Eveningstar* on Tuesday from 8 to 9 got a 9.7/15, and dragged down the rest of that night's lineup to make it the lowest-rated night on a network during the week.

HUT levels for the week were at 60.1, down 4% from a 62.7 for the same week a year ago. Combined network ratings were at 45.8, down 5% from a 48.3 last year. And combined network ratings were at 76.7, compared to a 76.8 last year.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TL; change ERP to 100 kw, and change HAAT to 1,069.52 ft. App. March 26.

- WMEV-FM (93.9 mhz) Marion, Va.—Seeks CP to change ERP to 100 kw; change HAAT to 1,455 ft., and make changes in ant. sys. App. March 26.

- WXLK (92.3 mhz) Roanoke, Va.—Seeks CP to make changes in ant. sys. App. March 26.

TV's

[illegible]

- WZZV [illegible] Magee, Miss.—Seeks MP to change HAAT to 1,569 ft.; replace ant., and change TL. App. March 25.

- KCKU [illegible] Tyler, Tex.—Seeks MP to change ERP [illegible] 4,594 kw [illegible] 459 kw, and change HAAT to [illegible]. App. March 27.

Actions

AM's

- KHTX (1440 khz) [illegible]—[illegible] to change TL and make changes in ant. sys. Action March [illegible]

- KSSO (780 khz) [illegible]—[illegible] to increase day power to [illegible] kw, change TL and make changes [illegible] March 28.

- WOI (640 khz) Ames, Iowa—[illegible] transmitter by remote control. Action March [illegible]

- KRNT (1350 khz) Des Moines, Iowa—[illegible] make changes in ant. sys. Action March [illegible]

- WSGH (1040 khz) [illegible], N.C.—[illegible] make changes in ant. sys. Action March [illegible]

- KRDR (1230 khz) [illegible]—[illegible] changes in ant. sys. Action March 24.

- KRGI (1430 khz) [illegible]—[illegible] change TL. Action March [illegible]

- WJAY (1270 khz) [illegible]—[illegible] changes in ant. sys. Action March [illegible]

- WNBC (1240 khz) [illegible]—[illegible] change freq. to [illegible] khz and change power [illegible]. Action March 24.

- WSWV (1570 khz) [illegible]—[illegible] to change TL. Action March [illegible]

- WLEE (1480 khz) Richmond, Va.—[illegible] transmitter by remote control. Action March [illegible]

- KIXI (880 khz) Mercer Island, Wash.—[illegible] to increase night power to [illegible] kw and change [illegible] Mercer Island-Seattle, Wash. Action March [illegible]

FM's

- *WGIB (91.9 mhz) Birmingham, Ala.—Dismissed app. to change freq. to 89.5 mhz, change ERP [illegible] and install DA. Action March 24.

- KDUC (94.3 mhz) Barstow, Calif.—Granted app. to change TL, change ERP to 35 kw, and change HAAT to 749.32 ft. Action March 25.

- KCTE (101.9 mhz) [illegible], Calif.—Returned app. to change ERP to 2.96 kw. Action March [illegible]

- WVFM (94.3 mhz) Lakeland, Fla.—Dismissed app. to change TL, change HAAT to 1,960 ft. and make changes in ant. sys. Action March 19.

- WYMG (100.5 mhz) Jacksonville, Ill.—Dismissed app. to change TL, change ERP to 50 kw, and change HAAT to 492 ft. Action March 19.

- WZDM (92.1 mhz) Vincennes, Ind.—Dismissed app. to change TL, change ERP to 2.129 kw, and change HAAT to 400 ft. Action March 18.

- *WRQH (88.3 mhz) Concord, Mass.—Returned app. to change ERP to 3 kw and change HAAT to 34.27 ft. Action March 24.

- KMGW (107.9 mhz) Anoka, Minn.—Granted app. to change ERP to 100 kw, change HAAT to 1,084 ft., change TL and make changes in ant. sys. Action March 25.

- KTCZ-FM (97.1 mhz) Minneapolis—Granted app. to change TL, change ERP to 100 kw and change HAAT to 236 [illegible] ft. Action March 25.

- *KVSC (88.1 mhz) St. Cloud, Minn.—Returned app. to change TL. Action March 18.

- KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Granted app. to change TL and change HAAT to 982 ft. Action March 19.

- *WUNY (89.5 mhz) Utica, N.Y.—Dismissed app. to change ERP to 6.26 kw, change HAAT to 777.86 ft., and make changes in ant. sys. Action March 19.

- WPCM (101.1 mhz) Burlington-Graham, N.C.—Dismissed app. to change TL and change HAAT to [illegible] ft. Action March 26.

- WKSW-FM (99.7 mhz) Bellaire, Ohio—Granted app. to change TL, change ERP to [illegible] kw, and change HAAT to [illegible] ft. Action March 26.

- WKBG-FM (94.7 mhz) [illegible], Ohio—Dismissed app. to install new ant. sys. Action March 26.

- *WQSU (88.9 mhz) [illegible], Pa.—Dismissed app. to change ERP to [illegible] kw. Action March [illegible]

- [illegible] (98.3 mhz) [illegible]—Returned app. to change freq. to [illegible] mhz, change TL, change ERP to [illegible] kw, change HAAT to [illegible] ft., and make changes in ant. sys. Action March [illegible]

- [illegible]-FM (93.3 mhz) [illegible], Wis.—Dismissed app. to change ERP to [illegible] kw and change HAAT to [illegible] ft. Action March [illegible]

TV

- [illegible]—[illegible] Action March [illegible]

Call Letters

Applications

New FM

[illegible]

New TV

[illegible]

Summary of Broadcasting

as of February [illegible], 1986

Service	On Air	CP's	Total *
[illegible]	[illegible]	[illegible]	[illegible]

Grants

New AM

[illegible]

New FM's

[illegible]

New TV

[illegible]

Existing AM's

[illegible]

Existing FM's

[illegible]

Existing TV

[illegible]

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At Large with NBC's Grant Tinker
Fifth Estate PAC tally
NAB convenes in Dallas

CONVENTION STUDY □ NAB to release studies on radio and television at convention. Chief Justice Burger to be closing speaker. **PAGE 39.**

TAKING STOCK □ FCC Chairman Mark Fowler reviews his past accomplishments and ponders his future. **PAGE 42.**

MATSUSHITA COMMITMENT □ NBC buys $50 million worth of half-inch video equipment from Matsushita. **PAGE 43.**

PANAMSAT LINEUP □ PanAmSat signs Peru for its proposed international telecommunications satellite service. **PAGE 44.**

CONCURRENT ANALYSIS □ Networks and NAB ask Nielsen to continue diary sampling in 86-87, when people meter is introduced. **PAGE 45.**

SATCHECK □ FCC may require satellite users to conduct performance checks on their satellite equipment. **PAGE 46.**

TINKER YEARS □ BROADCASTING sat down with NBC Chairman Grant Tinker on the eve of the NAB convention, where he will receive the NAB's Distinguished Service award, to discuss his tenure at the network, its ratings turnaround and the state of the entertainment programing business. **PAGE 48.**

NAB 86 □ The NAB opens its 64th annual convention in Dallas. The agenda appears on **PAGE 61.** HDTV digital gear and TV stereo will be among subjects of interest on the exhibit floor. **PAGE 78.** A list of exhibitors begins on **PAGE 79.**

PULITZER PROBLEMS □ Taubman increases his offer for Pulitzer Publishing; countersuit filed by management and majority shareholders. **PAGE 145.**

EARNINGS RESULTS □ Weak 'scatter market' depresses CBS earnings. **PAGE 150.**

CARRY-OVER □ Larger firms are buying up smaller program production syndicators. **PAGE 154.**

MPAA PLEA □ Motion Picture Association of America tells Congress that Canada is erecting barriers to U.S. programing. **PAGE 156.**

PUBLIC PRODUCTION □ CBS News is joining with American Public Radio to produce drive time business news broadcast. **PAGE 156.**

PAC ROUNDUP □ Political action committees from the Fifth Estate contributed over $1.6 million in 1985. **PAGE 158.**

FRENCH OPPOSITION □ French government asks for postponement of HDTV standardization question. **PAGE 172.**

GETTING DOWN TO BUSINESS □ NAB's joint board chairman, Ted Snider, has quietly taken on the task of building a stronger association. **PAGE 201.**

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Buyout wave hits syndication business

List of smaller firms being swallowed by larger companies leads some to say that only the large will survive

The sales of four smaller television syndicators in the past eight weeks are leading some observers to speculate that the days of the smaller syndicator are numbered. No longer, observers say, will syndication boutiques be able to survive in the hopes of some day scoring success with the next *Wheel of Fortune*. "You can always catch lightning in a bottle," said Marvin M. Grieve, president of MG Perin. "The odds are just getting tougher."

But there are those who work at the smaller end of that business who contend not all that much has changed. They point out that programing niches—such as MG Perin's sports vignettes series, *The Winning Moment*, and specials for weekends and holidays—not covered by the the major syndicators will continue to allow smaller companies to exist.

The television programing business, including syndication, is in a state of flux. After last year's merger of Lorimar and Telepictures came the acquisitions of Syndicast, Fox/Lorber, Primetime Entertainment and Lionheart Television. As the list of smaller firms dwindles, the focus shifts to larger prey. Several midsize syndicators, for example, said that they still are receiving unsolicited offers.

The four buyouts were the Australian-based animation house Network Film Corp. Ltd.'s (NFC) purchase of Syndicast (BROADCASTING, Feb. 24), Prism Entertainment's purchase of Fox Lorber Associates (BROADCASTING, March 24), Southbrook Entertainment Corp.'s purchase of the assets and personnel of the U.S. syndication of Primetime Entertainment (BROADCASTING, April 7), and an agreement in principle for BBC Enterprises to purchase 98% of Lionheart Television International (BROADCASTING, April 7). (It already owns the other 2%.)

In each case, the purchase was made with stock in the buying company (or rights to some of the purchaser's assets) in combination with cash, or simply stock. The prices paid for the companies varied from between $2.5 million and $2.6 million in Prism stock and warrents for Fox/Lorber, to $10.3 million ($7.5 million in cash) for the Primetime Entertainment assets.

The lot of the smaller syndicator has become tougher in the past few years. In a search for money, a larger syndicator can leverage a programing acquisition against a current success. But with the cost of syndi-

NBC wins week, ties CBS in evening news race

NBC edged CBS for its 21st win of the season during the week of March 31-April 6 and, perhaps more important, tied CBS in the evening news ratings. Both newscasts ended the week with an 11.6/22 while ABC had a 10.9/21. The two newscasts have tied twice before this season in share, when CBS beat NBC by 0.1 rating point: the week of March 17-23 CBS had a 12.4/22 and NBC a 12.3/22, and during the week of Feb. 17-23 CBS had a 12.3/23 and NBC a 12.2/23. Last week was the first time the two tied in rating and share.

In the prime time ratings, NBC ended the week with a 16.7 rating and a 27 share. CBS followed with a 16.5/27 and ABC with a 14.3/23.

CBS was paced by a strong showing on Sunday, including the movie "Nobody's Child," which scored a 25.7/39, its regular schedule on Friday and, in part, on Monday with the *CBS NCAA Basketball Championship* (20.7/31).

ABC stayed in the game early in the week with wins on Tuesday and Wednesday. ABC now dominates Tuesday, winning all time periods, thanks not only to good numbers from 8 to 10 but also a surge in the performance of *Spenser: for Hire* at 10-11.

In rating statistics: HUT levels were up 1% from a 61.5 during the same week a year ago to 62. Combined network ratings were up 2% from last year's 46.6 to 47.5. And combined network shares were up from last year's 76 to 77. Of the week's 67 programs, 12 were repeats.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share

Fifth Estate PACmen and women

More than $1.6 million in political contributions was donated in 1985 by broadcasting, cable, motion picture and other communications interests; American Family was biggest giver, Pete Wilson was favorite recipient

Political campaign contributions from the Fifth Estate in 1985 were well over $1.6 million. According to filings at the Federal Election Commission, 35 of the major political action committees (PAC's), sponsored by the broadcasting, cable and motion picture industries as well as law firms and public relations companies, showed that even in a nonelection year, Congress was not ignored.

The leading PAC contributor for 1985 was the American Family Corp.'s AF-PAC, which raised $180,125 and distributed $202,395 (the difference came from funds left over from 1984). American Family is a Columbus, Ga.-based firm with major insurance interests that also owns six television stations.

Many of the 1985 contributions came from the Hollywood production community. Many of the studios and production companies have their own PAC's and make frequent contributions to the Motion Picture Association of America's PAC.

MPAA itself was near the bottom of the fund-raising list in 1985 with $27,000 in receipts and $15,472 in disbursements, while Paramount parent, Gulf + Western Industries, was at the top with $77,216 in receipts and $73,226 in disbursements. Among some of the other Hollywood PAC's are MCA, which raised $88,053 and spent $71,364, and Warner Communications, with $54,600 in receipts and $53,350 in disbursements. Others in the creative community operating PAC's: Columbia Pictures Industries; 20th Century Fox Film Corp.; MGM/UA Entertainment Co.; Walt Disney Productions, and Lorimar (see list below).

Broadcasters look to the National Association of Broadcasters' TARPAC (Television and Radio PAC) as its leading political fund raiser. Last year TARPAC raised $82,004 and distributed $120,393 (the difference came from left over 1984 funds). The Association of Independent Television Stations also has a PAC. It raised $11,500 and spent $9,158. And a number of broadcast operations, such as American Family, have their own committees.

Turner Broadcasting System's PAC listed $16,854 in receipts and $16,309 in disbursements. Some of the other prominent broadcasting PAC's are Nationwide Political Participation Committee (Nationwide is a Columbus, Ohio-based group operator with cable and insurance interests) and Jefferson-Pilot Communications Good Government Committee.

Cable also is a major PAC player. Last year the National Cable Television Association's CablePAC raised $79,927 and spent $43,443. Warner Amex Cable Communications reported raising $17,825 and distributing $20,600 (using leftover money). Among other cable PAC's listed below: Heritage Communications; Viacom International; United Cable Television Corp., and Daniels & Associates. Cablevision Systems Corp. also operates a PAC but reported no disbursements in 1985.

Other factions in communications have committees, including the American Advertising Federation, Comsat and the Satellite Television Industry Association, the last representing dealers, manufacturers and distributors of backyard satellite dishes. The Low Power Television Association of America reported no activity for its PAC last year.

Law firms often have PAC's. Washington-based Dow, Lohnes & Albertson, for example, raised $24,196 and spent $21,165. Crowell & Moring, another law firm, has its own committee, although it did not make any contributions last year. Verner, Liipfert, Bernhard & McPherson raised $74,095 and spent $68,097. Akin, Gump, Strauss, Hauer & Feld, which represents Hollywood in most of its legislative battles, reported $62,300 in receipts and $62,086 in disbursements. The public relations and lobbying firm of Gray & Co., which represents NBC, raised $28,778 and distributed $30,182 (using left-over funds).

Members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications matters, and the House and Senate Judiciary Committees, which oversee copyright matters, received the majority of the contributions. Budget and Appropriations Committee members and members of the House Ways and Means Committee also figured on the PAC lists.

Senator Pete Wilson (R-Calif.) was the leading recipient last year of Fifth Estate PAC dollars. All of Wilson's $55,500 in donations came from the Hollywood production community. Wilson was followed by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who received $33,300, much of it from cable PAC's and the motion picture industry. Wirth, who is running for the Senate also received $12,800 from the Satellite Television Industry Association. Representative Ken Kramer (R-Colo.), who appears to be the most likely Republican candidate to oppose Wirth, received $500 from NCTA and $1,250 from United Cable's PAC.

The other top Senate recipients were: Senate Finance Committee Chairman Bob Packwood (R-Ore.), also a Communications Subcommittee member, $25,000; Senator Patrick Leahy (D-Vt.), ranking minority member of the Copyright Subcommittee, $24,019; Senator Daniel Inouye (D-Hawaii), Communications Subcommittee member, $23,846; Senator Alan Cranston (D-Calif.), $23,500; Senator Alfonse D'Amato (R-N.Y.), Appropriations Committee member, $22,500, and Senator Ernest Hollings (D-S.C.), ranking minority member on the Commerce Committee, $18,250.

Other key congressmen receiving considerable contributions from the Fifth Estate were: House Energy and Commerce Committee Chairman John Dingell (D-Mich.), $8,050; House Commerce Committee Ranking Minority member James T. Broyhill (R-N.C.), who is running for the Senate, $6,500; Representative Matthew Rinaldo (R-N.J.), ranking minority member on the House Telecommunications Subcommittee, $4,500; Senator Wendell Ford (D-Ky.), a Communications Subcommittee member, $16,076; Senator Slade Gorton (R-Wash.), a Communications Subcommittee member, $7,500; Senator Charles Grassley (R-Iowa), a Judiciary Committee member, $13,100, and Senator Arlen Specter (R-Pa.), a Judiciary Committee member, $6,873.

Below, BROADCASTING has compiled a list of some Fifth Estate PAC's with totals for each candidate for 1985. (The disbursement figure represents contributions to candidates and PAC's and does not include other expenses.) Incumbent Senate members up for re-election this year are in bold. Members' major committee assignments are identified by: CC—House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committees, and WMC—House Ways and Means Committee.

Akin, Gump, Strauss, Hauer & Feld Civic Action Committee

Disbursement: $62,086

House

Jim Bates (D-Calif.) TS	$500
Frederick Boucher (D-Va.) CS	$500
Barbara Boxer (D-Calif.) BC	$250
Jack Brooks (D-Tex.) CS	$500
John Bryant (D-Tex.) TS	$1,000
Howard Coble (R-N.C.) CC, CS	$500
John Conyers (D-Mich.) JC	$250
Wayne Dowdy (D-Miss.) TS	$500
Dennis Eckart (D-Ohio) CC	$750
Edward Feighan (D-Ohio) JC	$250
Dan Glickman (D-Kan.) JC	$1,075.56
Ralph Hall (D-Tex.) CC	$500

Mickey Leland (D-Tex.) TS	$250
Norman Lent (R-N.Y.) CC	$250
Bill Richardson (D-N.M.) CC	$250
Matt Rinaldo (R-N.J.) TS	$500
Phil Sharp (D-Ind.) CC	$250
Gerry Sikorski (D-Minn.) CC	$250
Larry Smith (D-Fla.) JC	$300
Billy Tauzin (D-La.) TS	$500
Tim Wirth (D-Colo.) TS	$1,000
Ron Wyden (D-Ore.) CC	$500

Senate

Wendell Ford (D-Ky.) CmS	$695
Albert Gore (D-Tenn.) CmS	$500
Slade Gorton (R-Wash.) BC, CmS	$500
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,164.90
Don Riegle (D-Mich.) BC, CC	$1,000
Arlen Specter (R-Pa.) AC, JC	$500

American Advertising Federation Ad PAC

Disbursement: $2,500

House

Vic Fazio (D-Calif.) AC	$300
James J. Florio (D-N.J.) CC	$500
Tim Wirth (D-Colo.) TS	$200

Senate

Wendell Ford (D-Ky.) CmS	$500
Robert Kasten (R-Ore.) AC, BC, CC	$500
Bob Packwood (R-Ore.) CmS	$500

American Family

Disbursement: $202,395

House

Beryl Anthony (D-Ark.) WMC	$250
Mike Bilirakis (R-Fla.) CC	$500
Lindy Boggs (D-La.) AC	$500
Carroll Campbell Jr. (R-S.C.) WMC	$500
George Darden (D-Ga.)	$250
William Dickinson (R-Ala.)	$250
Byron Dorgan (D-N.D.) WMC	$500
Wayne Dowdy (D-Miss.) TS	$250
Thomas Downey (D-N.Y.) BC, WMC	$500
John Duncan (R-Tenn.) WMC	$500
Ben Erdreich (D-Ala.)	$250
Jack Fields (R-Tex.) TS	$500
Dean Gallo (R-N.J.)	$250
Sam Gibbons (D-Fla.) WMC	$3,000
Newt Gingrich (R-Ga.)	$5,000
Frank Guarini (D-N.J.) WMC	$1,000
Charles Hatcher (D-Ga.)	$250
Ed Jenkins (D-Ga.) BC, WMC	$5,000
James R. Jones (R-Okla.) WMC	$1,000
Jack Kemp (R-N.Y.) AC	$2,000
Barbara Kennelly (D-Conn.) WMC	$500
Peter Kostmayer (D-Pa.)	$5,000
Trent Lott (R-Miss.)	$500
Thomas Luken (D-Ohio) TS	$250
Bob Michel (R-Ill., minority leader)	$1,000
David Monson (R-Utah)	$5,000
Henson Moore (D-La.) BC, WMC	$5,000
Don Pease (D-Ohio) WMC	$500
James Quillen (R-Tenn.)	$500
Bill Richardson (D-N.M.) CC	$500
J. Roy Rowland (D-Ga.)	$500
Marty Russo (D-Ill.) BC, WMC	$500
Richard Schulze (R-Pa.) WMC	$1,000
Richard Shelby (D-Ala.) CC	$1,000
Gerry Sikorski (D-Minn.) CC	$250
Denny Smith (R-Ore.) BC	$250
Fortney H. Stark (D-Calif.) WMC	$1,000
Patrick Swindall (R-Ga.) CS	$2,500
Lindsay Thomas (D-Ga.)	$500
William Thomas (R-Calif.) WMC	$1,000
Guy Vander Jagt (R-Mich.) WMC, chairman of National Republican Congressional Committee)	$150
Doug Walgren (D-Pa.) CC	$300
Henry Waxman (D-Calif.) TS	$10,000
Tim Wirth (D-Colo.) TS	$200

Senate

Jim Abdnor (R-S.D.) AC	$3,000
Alfonse D'Amato (R-N.Y.) AC	$15,000
Dale Bumpers (D-Ark.) AC	$2,000
Quentin Burdick (D-N.D.) AC	$1,000
Alan Cranston (D-Calif.)	$2,000
Wendell Ford (D-Ky.)CmS	$7,000
Jake Garn (R-Utah) AC	$5,000
Slade Gorton (R-Wash.) BC, CmS	$500
Charles Grassley (R-Iowa) BC, JC	$5,000
Tom Harkin (D-Iowa) AC	$1,000
Orrin Hatch (R-Utah) BC, CS	$5,000
Paula Hawkins (R-Fla., chairman of Children, Family, Drugs & Alcoholism Subcommittee)	$5,000
Ernest Hollings (D-S.C.) AC, CmS	$5,000
Daniel Inouye (D-Hawaii) AC, CmS	$9,000
Mack Mattingly (R-Ga.) AC	$6,000
Don Nickles (R-Okla.)	$2,000
Robert Packwood (R-Ore.) CmS	$1,000
Dan Quayle (R-Ind.) BC	$2,000
William Roth Jr. (R-Del.)	$5,000
Arlen Specter (R-Pa.) AC, JC	$2,000
Steven Symms (R-Idaho) BC	$2,000
Paul Trible (R-Va.) CC	$300

Other

Americans for Constitution Action PAC (supports conservative candidates for House and Senate seats)	$5,000
Business-Industry PAC (supports pro-business and industry candidates)	$1,000
Campaign America (supports Republican candidates at federal, state and local levels)	$1,000
Coalition for a Democratic Majority	$500
Democratic Congressional Campaign Committee	$1,000
Democratic Senatorial Campaign Committee	$5,000
Effective Government Committee (Rep. Richard Gephardt [D-Mo.] PAC)	$500
Independent Action PAC (supports Democratic candidates running for House or Senate seats)	$500
National Bipartisan PAC (supports pro-Israel and civil rights oriented candidates)	$2,500
National & Economic PAC (pro business, especially minority business)	$1,000
Republican Senatorial Trust	$20,000

Columbia Pictures

Disbursement: $40,250

House

Joseph P. Addabbo (D-N.Y.) AC	$500
Howard Berman (D-Calif.) CS	$250
Frederick Boucher (D-Va.) CS	$500
John Bryant (D-Tex.) TS	$1,000
Howard Coble (R-N.C.) CC, CS	$500
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee)	$500
John Dingell (D-Mich.) CC	$1,000
John Duncan (R-Tenn.) WMC	$500
Vic Fazio (D-Calif.) AC	$500
Barney Frank (D-Mass.) CS	$500
Sam Gibbons (D-Fla.) WMC	$500
James R. Jones (D-Okla.) WMC	$1,000
Mickey Leland (D-Tex.) TS	$250
Jim Oberstar (D-Minn.)	$250
James Quillen (R-Tenn.)	$500
Larry Smith (D-Fla.) JC	$750
Tim Wirth (D-Colo.) TS	$1,000
Ron Wyden (D-Ore.) CC	$500

Senate

Jeff Bingaman (D-N.M.)	$500
Christopher Dodd (D-Conn.)	$1,000
Pete Domenici (R-N.M.) AC, BC	$500 (AC, BC)
Wendell Ford (D-Ky.) CmS	$1,000
Slade Gorton (R-Wash.) BC, CmS	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$2,500
Daniel Patrick Moynihan (D-N.Y.) BC	$1,000
Bob Packwood (R-Ore.) CmS	$1,000
Pete Wilson (R-Calif.)	$5,000

Other

Democratic Congressional Campaign Committee	$5,000
Democratic Senatorial Campaign Committee	$4,250
MPAA PAC	$5,000

COMSATPAC (Comsat)

Disbursement: $22,585

House

Michael Barnes (D-Md.) BC	$200
Howard Berman (D-Md.) CS	$250
Mike Bilirakis (R-Fla.) CC	$250
Thomas Bliley (R-Va.) TS	$250
Don Bonker (D-Wash.)	$500
James Broyhill (R-N.C.) TS	$500
John Bryant (D-Tex.) TS	$250
Beverly Byron (D-Md.)	$300
Bob Carr (D-Mich.) AC	$250
Dan Coats (R-Ind.) TS	$250
Bill Cobey (R-N.C.)	$250
Cardiss Collins (D-Ill.) TS	$250
Wayne Dowdy (D-Miss.) TS	$750
Mervyn Dymally (D-Calif.)	$250
Dante Fascell (D-Fla.)	$500
Bobbi Fiedler (R-Calif.) BC	$500
Sam Gejdenson (D-Conn.)	$250
Bill Green (R-N.Y.) AC	$300
Judd Gregg (R-N.H.) WMC	$250
Peter Kostmayer (D-Pa.)	$750
Mickey Leland (D-Tex.) TS	$250
Mel Levine (D-Calif.)	$250
Manuel Lujan (R-N.M.)	$250
Connie Mack (R-Fla.) BC	$250
Buddy MacKay (D-Fla.) BC	$250
Ed Madigan (R-Ill.) CC	$500
Dan Mica (D-Fla.)	$750
Henson Moore (D-La.) BC, WMC	$500
Carlos Moorhead (R-Calif.) TS, CS	$250
Bill Nelson (D-Fla.)	$250
Howard Nielson (R-Utah) TS	$250
Matthew Rinaldo (R-N.J.) TS	$250
Don Ritter (R-Pa.) TS	$250
Gerry Sikorski (D-Minn.) CC	$250
Larry Smith (D-Fla.) JC	$300
Neal Smith (D-Iowa) AC	$250
Olympia Snowe (R-Me.)	$250
Harley O. Staggers Jr. (D-W.Va.) JC	$250
Al Swift (D-Wash.) TS	$250
Billy Tauzin (D-La.) TS	$500
Bob Torricelli (D-N.J.)	$250
Henry Waxman (D-Calif.) TS	$500
Tim Wirth (D-Colo.) TS	$600
Frank Wolf (R-Va.) AC	$500
Howard Wolpe (D-Mich.) BC	$250

Senate

Mark Andrews (R-N.D.) AC, BC	$1,000
Christopher Dodd (D-Conn.)	$1,000
Wendell Ford (D-Ky.) CmS	$1,000
Albert Gore (D-Tenn.) CmS	$500
Slade Gorton (R-Wash.) BC, CmS	$500
Daniel Inouye (D-Hawaii) AC, CmS	$500
Frank Murkowski (R-Alaska)	$1,000
Bob Packwood (R-Ore.) CmS	$1,000
Paul Trible (R-Va.) CC	$300

Danielspac (Daniels & Associates)

Disbursement: $6,754

House

Henson Moore (R-La.) BC, WMC	$500

Patricia Schroeder (D-Colo.) CS	$100
Tim Wirth (D-Colo.) TS	$1,100

Other

NCTA-CablePAC	$5,000

Walt Disney

Disbursement: $4,250

House

Joseph Addabbo (D-N.Y.) AC	$500 (AC)
Frederick Boucher (D-Va.) CS	$500
John Bryant (D-Tex.) TS	$500
Howard Coble (R-N.C.) CC, CS	$500
Barney Frank (D-Mass.) CS	$500
Romano Mazzoli (D-Ky.) CS	$250

Senate

Jeff Bingaman (D-N.M.)	$500
Alan Cranston (D-Calif.)	$1,000

Dow, Lohnes & Albertson

Disbursement: $21,165

House

Howard Berman (D-Calif.) CS	$500
Don Bonker (D-Wash.)	$1,000
James Broyhill (R-N.C.) CC	$500
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee)	$1,000
Tom Daschle (D-S.D.)	$1,000
Julian Dixon (D-Calif.) AC	$500
Don Edwards (D-Calif.) JC	$500
Vic Fazio (D-Calif.) AC	$1,000
Ronnie Flippo (D-Ala.) WMC	$1,000
James J. Florio (D-N.J.) CC	$1,000
Ed Jenkins (D-Ga.) BC, WMC	$1,000
Robert Lagomarsino (R-Calif.)	$1,000
Mel Levine (D-Calif.)	$1,000
Jerry Lewis (R-Calif.) AC	$1,000
Bill Lowery (R-Calif.) AC	$1,000
Robert Matsui (D-Calif.) WMC	$1,000
Leon Panetta (D-Calif.)	$500
Edward Roybal (D-Calif.) AC	$500
Gerry Sikorski (D-Minn.) CC	$1,000
Jim Slattery (D-Kan.) BC, TS	$500
Fortney H. Stark (D-Calif.) WMC	$1,000
Bob Torricelli (D-N.J.)	$500
Tim Wirth (D-Colo.) TS	$1,000

Senate

Charles Grassley (R-Iowa) BC, JC	$1,000
Dan Quayle (R-Ind.) BC	$1,000

Gray & Co.

Disbursement: $30,182

House

Barney Frank (D-Mass.) CS	$250
William Gray (D-Pa.) AC, BC	$500
Henry Hyde (R-N.Y.)CS	$250
Robert Kastenmeier (D-Wis.) CS	$200
Barbara Mikulski (D-Md.) CC	$250
Michael Oxley (R-Ohio) TS	$250
Patricia Schroeder (D-Colo.) CS	$250
Gerry Sikorski (D-Minn.) CC	$250
Doug Walgren (D-Pa.) CC	$250
Tim Wirth (D-Colo.) TS	$200

Senate

Robert Dole (R-Kan., majority leader)	$1,000
Charles Grassley (R-Iowa) BC, JC	$100
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Robert Kasten (R-Wis.) AC, BC, CC	$1,000
Paul Simon (D-Ill.) JC	$500

Other

The House Leadership Fund	$500

Gulf + Western

Disbursement: $73,226

House

Joe Addabbo (D-N.Y.) AC	$500
Frank Annunzio (D-Ill.)	$1,000
Doug Barnard (D-Ga.)	$500
Steve Bartlett (R-Tex.)	-$1,050
Frederick Boucher (D-Va.) CS	$500
John Bryant (D-Tex.) TS	$500
Thomas Carper (D-Del.)	$500
Dick Cheney (R-Wyo.)	$500
Howard Coble (R-N.C.) CC, CS	$626.48
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee)	$500
Butler Derrick (D-S.C.) BC	$500
John Dingell (D-Mich.) CC	$500
Glenn English (D-Okla.)	$250
Ben Erdreich (D-Ala.)	$500
Harold Ford (D-Tenn.) WMC	$500
Barney Frank (D-Mass.) CS	$500
Martin Frost (D-Tex.) BC	$1,000
Sam Gibbons (D-Fla.) WMC	$500
Bart Gordon (D-Tenn.)	$500
William Gray (D-Pa.) AC, BC	$500
Frank Guarini (D-N.J.) WMC	$500
Thomas Hartnett (R-S.C.)	$500
James R. Jones (D-Okla.) WMC	$1,000
Mel Levine (D-Calif.)	$500
Tom Manton (D-N.Y.)	$500
Raymond McGrath (R-N.Y.) WMC	$500
Stewart McKinney (R-Conn.)	$500
George Miller (D-Calif.) BC	$500
Steve Neal (D-N.C.)	$500
Claude Pepper (D-Fla.)	$1,000
James Quillen (R-Tenn.)	$500
Matthew Rinaldo (R-N.J.) TS	$500
Romano Mazzoli (D-Ky.) CS	$500
Fernand St. Germain (D-R.I.)	$500
Gerry Sikorski (D-Minn.)	$500
Larry Smith (D-Fla.) JC	$500
Bob Torricelli (D-N.J.)	$300
Henry Waxman (D-Calif.) TS	$500
Tim Wirth (D-Colo.) TS	$1,000
Jim Wright (D-Tex., majority leader) BC	$2,000

Senate

Jeff Bingaman (D-N.M.)	$500
Alan Cranston (D-Calif.)	$4,500
Alfonse D'Amato (R-N.Y.) AC	$5,000
Christopher Dodd (D-Conn.)	$1,000
Albert Gore (D-Tenn.) CmS	$1,000
Chic Hecht (R-Utah)	$500
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Daniel Inouye (D-Hawaii) AC, CmS	$2,500
Slade Gorton (R-Wash.) BC, CmS	$1,000
Charles Grassley (R-Iowa) BC, JC	$1,000
Orrin Hatch (R-Utah) BC, CS	$2,000
Paula Hawkins (R-Fla., chairman, Children, Family, Drugs & Alcoholism Subcommittee)	$1,500
Patrick Leahy (D-Vt.) AC, CS	$1,500
Mack Mattingly (R-Ga.) AC	$1,000
Patrick Moynihan (D-N.Y.) BC	$2,000
Dan Quayle (R-Ind.) BC	$500
Paul Simon (D-Ill.) JC	$1,000
Arlen Specter (R-Pa.) AC, JC	$500
Pete Wilson (R-Calif.)	$10,000

Other

AFSA PAC (American Financial Services Assoc.)	$1,000
Chicago Campaign Committee (Rep. Dan Rostenkowski [D-Ill.] PAC)	$500
Effective Government Committee (Rep. Richard Gephardt [D-Mo.] PAC)	$1,000
MPAA PAC	$5,000
Ohio Democratic Party	$1,000
Ohio Republican Federal Candidates Finance Committee	$1,000
Republican Leaders Fund (Rep. Bob Michel [R-Ill.] PAC)	$1,000

Heritage Employe PAC

Disbursement: $6,581

House

Steve Bartlett (R-Tex.)	$350
Jim Ross Lightfoot (R-Iowa)	$250
Pat Schroeder (D-Colo.) CS	$200

Senate

Charles Grassley (R-Iowa) BC, JC	$1,000

Other

NCTA-CablePAC	$1,500
Texas Cable Television Association PAC	$1,000
Truman Fund (Democratic Party of Iowa)	$50

INTV

Disbursement: $9,158

House

Thomas Bliley (R-Va.) TS	$250
Frederick Boucher (D-Va.) CS	$250
Jack Brooks (D-Tex.) CS	$200
James Broyhill (R-N.C.) CC	$500
John Bryant (D-Tex.) TS	$500
William E. Dannemeyer (R-Calif.) CC, JC	$250
John Dingell (D-Mich.) CC	$500
Jack Fields (R-Tex.) TS	$500
Hamilton Fish (R-N.Y.) JC	$300
Barney Frank (D-Mass.) CS	$500
Dan Glickman (D-Kan.) JC	$250
Mickey Leland (D-Tex.) TS	$250
Tom Luken (D-Ohio) TS	$250
Dan Lungren (R-Calif.) JC	$300
Romano Mazzoli (D-Ky.) CS	$250
Michael Oxley (R-Ohio) TS	$250
Matthew Rinaldo (R-N.J.) TS	$250
Don Ritter (R-Pa.) TS	$500
Patricia Schroeder (D-Colo.) CS	$250
Gerry Sikorski (D-Minn.) CC	$250
Al Swift (D-Wash.) TS	$250
Billy Tauzin (D-La.) TS	$250
Doug Walgren (D-Pa.) CC	$100
Henry Waxman (D-Calif.) TS	$500
Bob Whittaker (R-Kan.) CC	$100
Tim Wirth (D-Colo.) TS	$800

Senate

Slade Gorton (R-Wash.) BC, CmS	$500

Other

Women's Congressional Council	$100

Jefferson-Pilot Corp.

Disbursement: $12,954

House

Robin Britt (Dem. candidate opposing Rep. Howard Coble [R-N.C.])	$500
Bill Cobey (R-N.C.)	$5,000
Richard Gephardt (D-Mo.) WMC	$250
Alex McMillan (R-N.C.)	$1,500
W. Henson Moore (R-La.) BC, WMC	$1,000
Steve Neal (D-N.C.)	$500

Other

HI PAC (Health Insurance Association of Amer-

ica)	$1,000
Life Insurance PAC (American Council of Life Insurance)	$2,000
Title Industry PAC (American Land Title Association)	$200

Liberty Corp.

Disbursement: $6,000

House

John Spratt (D-S.C.)	$1,000
Fortney H. Stark (D-Calif.) WMC	$1,000

Senate

Ernest Hollings (D-S.C.) AC, CmS	$500

Other

Life Insurance PAC (American Council of Life Insurance)	$1,000

Lorimar PAC

Disbursement: $21,050

House

Bob Carr (D-Mich.) AC	$500
Mel Levine (D-Calif.)	$2,000
Tim Wirth (D-Colo.) TS	$1,000

Senate

Alan Cranston (D-Calif.)	$2,000
Slade Gorton (R-Wash.) BC, CmS	$1,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$2,000
Robert Packwood (R-Ore.) CmS	$2,000
Steven Symms (R-Idaho) BC	$1,000

Other

U.S. Senate Democratic Business Roundtable (Democratic Senatorial Campaign Committee)	$2,000

MCA PAC

Disbursement: $71,364

House

Joseph Addabbo (D-N.Y.) AC	$500
Howard Berman (D-Calif.) CS	$500
Frederick Boucher (D-Va.) CS	$500
Barbara Boxer (D-Calif.) BC	$250
James Broyhill (R-N.C.) CC	$500
John Bryant (D-Tex.) TS	$500
Bob Carr (D-Mich.) AC	$250
Howard Coble (R-N.C.) CC, CS	$1,000
Tony Coelho (D-Calif.) chairman, Democratic Congressional Campaign Committee)	$250
John Conyers (D-Mich.) JC	$250
Harold Daub (R-Neb.) WMC	$250
Ronald Dellums (D-Calif.)	$250
Brian Donnelly (D-Mass.) WMC	$500
Byron Dorgan (D-N.D.) WMC	$500
Wayne Dowdy (D-Miss.) TS	$500
Thomas Downey (D-N.Y.) BC, WMC	$500
John Duncan (R-Tenn.) WMC	$500
Vic Fazio (D-Calif.) AC	$600
Bobbi Fiedler (R-Calif.) BC	$500
Hamilton Fish (R-N.Y.) JC	$500
Ronnie Flippo (D-Ala.) WMC	$1,000
Harold Ford (D-Tenn.) WMC	$500
Barney Frank (D-Mass.) CS	$1,000
Bill Frenzel (R-Minn.) WMC	$500
Sam Gibbons (D-Fla.) WMC	$1,500
Dan Glickman (D-Kan.) JC	$1,000
William Gray (D-Pa.) AC, BC	$500
Henry Hyde (R-Ill.) CS	$250
Tom Kindness (R-Ohio) CS	$500
William Lehman (D-Fla.) AC	$200
Mel Levine (D-Calif.)	$1,750
Cathy Long (D-La.)	$500
Dan Lungren (R-Calif.) JC	$200
Robert Matsui (D-Calif.) WMC	$300
Romano Mazzoli (D-Ky.) CS	$500
Norman Mineta (D-Calif.)	$250
Henson Moore (R-La.) BC, WMC	$1,000
Bruce Morrison (D-Conn.) CS	$250
Claude Pepper (D-Fla.)	$500
Peter Rodino (D-N.J.) JC	$1,500
Gerry Sikorski (D-Minn.) CC	$250
Larry Smith (D-Fla.) JC	$300
Tim Wirth (D-Colo.) TS	$1,500

Senate

Jeff Bingaman (D-N.M.)	$500
Bill Bradley (D-N.J.)	$1,000
Alan Cranston (D-Calif.)	$5,000
Alan Dixon (D-Ill.)	$1,000
Christopher Dodd (D-Conn.)	$1,000
Albert Gore (D-Tenn.) CmS	$500
Slade Gorton (R-Wash.) BC, CmS	$1,000
Charles Grassley (R-Iowa) BC, JC	$500
Tom Harkin (D-Iowa) AC	$500
Orrin Hatch (R-Utah) BC, CS	$2,000
Ernest Hollings (D-S.C.) AC, CmS	$2,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$1,000
Bob Packwood (R-Ore.) CmS	$2,000
Paul Simon (D-Ill.) JC	$1,000
Steven Symms (R-Idaho) BC	$1,000
Pete Wilson (R-Calif.)	$5,000

Other

[illegible] for President	$5,000
[illegible]	$5,000

Meredith Corp.

Disbursement: $9,709

House

[illegible]	$2,500
Howard Coble (R-N.C.) CC, CS	$250
Hal Daub (R-Neb.) WMC	$500
Dale Kildee (D-Mich.)	$100
[illegible]	$500
Bill Nelson (D-Fla.)	$250
Doug Walgren (D-Pa.)	$100

Senate

Charles Grassley (R-Iowa) BC, JC	$500

Other

[illegible]	$1,000

MGM/UA

Disbursement: $30,328

House

Tony Coelho (D-Calif.) chairman, Democratic Congressional Campaign Committee)	$500
Julian Dixon (D-Calif.) AC	$500
Don Edwards (D-Calif.) JC	$500
Sam Gibbons (D-Fla.) WMC	$500
Tom Kindness (R-Ohio) CS	$500
Mel Levine (D-Calif.)	$1,000
Romano Mazzoli (D-Ky.) CS	$500
Carlos Moorhead (R-Calif.) TS, CS	$500
Peter Rodino (D-N.J.) JC	$500

Senate

Orrin Hatch (R-Utah) BC, CS	$2,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$2,000
Robert Packwood (R-Ore.) CmS	$1,000
Pete Wilson (R-Calif.)	$10,000

Other

MPAA PAC	$5,000

Motion Picture Association of America

Disbursement: $15,472

House

Joe Addabbo (D-N.Y.) AC	$500
Joseph DioGuardi (R-N.Y.)	$250
Barney Frank (D-Mass.) CS	$649.05
Sam Gibbons (D-Fla.) WMC	$500
William Gray (D-Pa.) AC, BC	$500
Joe Moakley (D-Mass.)	$100
Henry Waxman (D-Calif.) TS	$500

Senate

Jeff Bingaman (D-N.M.)	$500
Robert Dole (R-Kan.) majority leader)	$1,000
Orrin G. Hatch (R-Utah) BC, CS	$1,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,181.83
Patrick Leahy (D-Vt.) AC, CS	$769.60
Bob Packwood (R-Ore.) CmS	$1,000
Arlen Specter (R-Pa.) AC, JC	$623

Other

Tony Coelho (D-Calif.) Democratic Congressional Campaign Committee)	$2,500

NAB (TARPAC)

Disbursement: $120,393

House

Herb Bateman (R-Va.)	$500
Jim Bates (D-Calif.) TS	$1,250
Berkley Bedell (D-Iowa)	$2,500
Doug Bereuter (R-Neb.)	$275
Mike Bilirakis (R-Fla.) CC	$500
Tom Bliley (R-Va.) TS	$1,000
Frederick Boucher (D-Va.) CS	$250
Jack Brooks (D-Tex.) CS	$400
James Broyhill (R-N.C.) CC	$1,000
John Bryant (D-Tex.) TS	$250
Dan Burton (R-Ind.)	$250
Bob Carr (D-Mich.) AC	$500
Dick Cheney (R-Wyo.)	$1,000
Dan Coats (R-Ind.) TS	$500
Bill Cobey (R-N.C.)	$250
Howard Coble (R-N.C.) CC, CS	$750
Tony Coelho (D-Calif.), chairman, Democratic Congressional Campaign Committee)	$1,000
Cardiss Collins (D-Ill.) TS	$1,500
Tom Daschle (D-S.D.)	$200
John Dingell (D-Mich.) CC	$2,000
Joseph DioGuardi (R-N.Y.)	$500
Wayne Dowdy (D-Miss.) TS	$1,250
Joseph Early (D-Mass.) AC	$500
Dennis E. Eckart (D-Ohio) CC	$250
Bill Emerson (R-Mo.)	$250
Vic Fazio (D-Calif.) AC	$1,000
James J. Florio (D-N.J.) CC	$2,250
Barney Frank (D-Mass.) CS	$1,000
Steve Gunderson (R-Wis.)	$250
Henry Hyde (R-Ill.) CS	$1,000
Andy Ireland (R-Fla.)	$350
Jack Kemp (R-N.Y.) AC	$500
Peter Kostmayer (D-Pa.)	$500
Robert Lagomarsino (R-Calif.)	$300
Richard Lehman (D-Calif.)	$250
Norman Lent (R-N.Y.) CC	$500
Jim Lightfoot (R-Iowa)	$250
Tom Luken (D-Ohio) TS	$1,750

Dan Lungren (R-Calif.) JC	$300
Buddy MacKay (D-Fla.) BC	$250
Ed Madigan (R-Ill.) CC	$500
Robert Matsui (D-Calif.) WMC	$1,000
Robert Michel (R-Ill.), minority leader	$1,000
Allan Mollohan (D-W.Va.)	$500
Carlos Moorhead (R-Calif.) TS, CS	$1,000
Michael Oxley (R-Ohio) TS	$500
Claude Pepper (D-Fla.) RC	$1,000
James Quillen (R-Tenn.) RC	$500
Charles Rangel (D-N.Y.) WMC	$500
Bill Richardson (D-N.M.) CC	$500
Matthew Rinaldo (R-N.J.) TS	$1,250
Tommy Robinson (D-Ark.)	$500
Peter Rodino (D-N.J.) JC	$500
John Rowland (R-Conn.)	$125
Claudine Schneider (R-R.I.)	$500
Richard Shelby (D-Ala.) CC	$1,000
Gerry Sikorski (D-Minn.) CC	$1,250
Jim Slattery (D-Kan.) BC, TS	$500
D. French Slaughter (R-Va.)	$500
Larry Smith (D-Fla.) JC	$300
Al Swift (D-Wash.) TS	$450
Pat Swindall (R-Ga.) CS	$250
Tom Tauke (R-Iowa) TS	$750
Billy Tauzin (D-La.) TS	$500
Harold Volkmer (D-Mo.)	$200
Doug Walgren (D-Pa.) CC	$300
Henry Waxman (D-Calif.) TS	$700
Jamie Whitten (D-Miss.) AC	$500
Tim Wirth (D-Colo.) TS	$600
Ron Wyden (D-Ore.) CC	$1,250

Senate

Jim Abdnor (R-S.D.) AC	$1,500
Mark Andrews (R-N.D.) AC, BC	$500
Dale Bumpers (D-Ark.) AC	$2,000
Alfonse D'Amato (R-N.Y.) AC	$1,000
Jeremiah Denton (R-Ala.) JC	$1,000
Alan Dixon (D-Ill.)	$1,000
Christopher Dodd (D-Conn.)	$500
Robert Dole (R-Kan., majority leader)	$1,000
Wendell Ford (D-Ky.) CmS	$1,000
Slade Gorton, (R-Wash.) BC, CmS	$1,000
Charles Grassley (R-Iowa) BC, JC	$1,200
Paula Hawkins (R-Fla., chairman, Children, Family, Drugs & Alcoholism Subcommittee)	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Daniel Iouyne (D-Hawaii) AC, CmS	$2,000
Robert Kasten (R-Wis.) AC, BC, CC	$1,000
Patrick Leahy (D-Vt.) AC, CS	$1,000
Mitch McConnell (R-Ky.) JC	$500
Frank Murkowski (R-Alaska)	$1,000
Don Nickles (R-Okla.)	$1,000
Bob Packwood (R-Ore.) CmS	$1,000
Dan Quayle (R-Ind.) BC	$500
Donald Riegle (D-Mich.) BC, CC	$1,000
Paul Simon (D-Ill.) JC	$500
Arlen Specter (R-Pa.) AC, JC	$1,000
Paul Trible (R-Va.) CC	$500
John Warner (R-Va.)	$4,000
Ed Zorinsky (D-Neb.)	$250

Other

Campaign Fund for Rep. Women & Friends	$50
Constitution Federal Committee (Lowell Weicker PAC) AC	$500
Effective Government Committee (Richard Gephardt PAC)	$500
The Fund for America's Future (George Bush PAC)	$500
Fund for a Republican Majority (House)	$500
National Republican Congressional Committee (House)	$1,000
The Speaker's Club (House)	$10,000
Vote '86 (House)	$500
Democratic Senatorial Campaign Committee	$10,000

Nationwide Corp.

Disbursement: $19,566

House

Helen Bentley (R-Md.)	$500
James Broyhill (R-N.C.) CC	$500

Carroll Campbell Jr. (R-S.C.) WMC	$500
George Gekas (R-Pa.) JC	$55
Tony Hall (D-Ohio)	$1,500
Barbara Kennelly (D-Conn.) WMC	$1,000
Henson Moore (R-La.) BC, WMC	$2,500
Don Pease (D-Ohio) WMC $500	

Senate

John Glenn (D-Ohio)	$550
Charles Grassley (R-Iowa) BC, JC	$1,000
John Heinz (R-Pa.)	$1,000
Bob Packwood (R-Ore.) CmS	$2,000
Arlen Specter (R-Pa.) AC, JC	$1,500

Other

NAMIC PAC (National Association of Mutual Insurance Cos.)	$500

NCTA

Disbursement: $43,443

House

Jim Bates (D-Calif.) TS	$500
Douglas Bosco (D-Calif.)	$250
Barbara Boxer (D-Calif.) BC	$100
John Dingell (D-Mich.) CC	$2,000
Dennis Eckart (D-Ohio) CC	$1,000
Don Edwards (D-Calif.) JC	$500
Dante Fascell (D-Fla.)	$500
Duncan Hunter (R-Calif.)	$150
Ed Jones (D-Tenn.)	$500
Ken Kramer (R-Colo.)	$500
George Miller (D-Calif.) BC	$250
Patricia Schroeder (D-Colo.) CS	$1,400
Richard Shelby (D-Ala.) CC	$1,000
Esteban Torres (D-Calif.)	$150
Doug Walgren (D-Pa.) CC	$500
Tim Wirth (D-Colo.) TS	$3,000
Jim Wright (D-Tex., House majority leader) BC	$5,000

Senate

Alan Cranston (D-Calif.)	$1,100
Alfonse D'Amato (R-N.Y.) AC	$1,000
John Danforth (R-Mo.) BC, CC	$1,500
Charles Grassley (R-Iowa) BC, JC	$2,000
Wendell Ford (D-Ky.) CmS	$1,500
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$1,000
Bob Packwood (R-Ore.) CmS	$3,000
Paul Simon (D-Ill.) JC	$1,000

Other

California Republican Congressional PAC	$250
Californians for America's Defense (Pete Wilson PAC)	$500
[illegible] Committee	$1,000
[illegible]	$250

RKO General Inc.

Disbursement: $4,110

House

Matthew Rinaldo (R-N.J.) TS	$750

Other

Democratic Senatorial Campaign Committee	$1,000
GenCorp PAC (GenCorp is RKO's parent company)	$1,460
24th Congressional District of California PAC (Rep. Henry Waxman (D-Calif.) PAC)	$900

Satellite Television Industry Association

Disbursement: $41,677

House

Charles Rose (D-N.C.)	$1,500
Tim Wirth (D-Colo.) TS	$12,800
Jim Wright (D-Tex., House majority leader) BC	$26,020

Storer

Disbursement: $8,050

House

Jim Bates (D-Calif.) TS	$250
Cardiss Collins (D-Ill.) TS	$250
John Conyers (D-Mich.) JC	$250
John Dingell (D-Mich.) CC	$750
Mickey Leland (D-Tex.) TS	$500
Michael Oxley (R-Ohio) TS	$500
Claude Pepper (D-Fla.)	$750
Matthew Rinaldo (R-N.J.) TS	$500
Billy Tauzin (D-La.) TS	$500
Tim Wirth (D-Colo.) TS	$500

Senate

Wendell Ford (D-Ky.) CmS	$250
Ernest Hollings (D-S.C.) AC, CmS	$750
Robert Kasten (R-Wis.) AC, BC, CC	$500
Mack Mattingly (R-Ga.) AC	$500

Susquehanna

Disbursement: $650

House

Larry Smith (D-Fla.) JC	$400

Senate

Arlen Specter (R-Pa.) AC, JC	$250

Turner Broadcasting

Disbursement: $16,309

House

Jim Bates (D-Calif.) TS	$250
Thomas Bliley (R-Va.) TS	$250
Frederick Boucher (D-Va.) CS	$250
James Broyhill (R-N.C.) CC	$500
Bob Carr (D-Mich.) AC	$250
Cardiss Collins (D-Ill.) TS	$250
Mike DeWine (R-Ohio) CS	$250
Vic Fazio (D-Calif.) AC	$300
Newt Gingrich (R-Ga.)	$250
Charles Hatcher (D-Ga.)	$250
Henry Hyde (R-Ill.) CS	$250
Thomas Kindness (R-Ohio) CS	$500
Mickey Leland (D-Tex.) TS	$500
Norman Lent (R-N.Y.) CC	$500
Bill McCollum (R-Fla.) CS	$300
Tom McMillen (Md., Dem. candidate)	$250
Carlos Moorhead (R-Calif.) TS, CS	$250
Matthew Rinaldo (R-N.J.) TS	$250
J. Roy Rowland (D-Ga.)	$250
Patricia Schroeder (D-Colo.) CS	$200
Al Swift (D-Wash.) TS	$250
Pat Swindall (R-Ga.) CS	$250
Wes Watkins (D-Okla.) AC	$250
Tim Wirth (D-Colo.) TS	$1,100

Senate

Christopher Dodd (D-Conn.)	$1,000
Robert Dole (R-Kan., majority leader)	$1,000

Wendell Ford (D-Ky.) CmS	$1,000
Albert Gore (D-Tenn.) CmS	$500
Patrick Leahy (D-Vt.) AC, CS	$1,000
Mack Mattingly (R-Ga.) AC	$1,000
Edward Zorinsky (D-Neb.)	$250

Other

Democratic Senatorial Campaign Committee	$1,000
Effective Government Committee (Rep. Richard Gephardt [D-Mo.] PAC)	$500

20th Century Fox Film Corp.

Disbursement: $31,936

House

Joseph Addabbo (D-N.Y.) AC	$500
Frederick Boucher (D-Va.) CS	$500
John Bryant (D-Tex.) TS	$500
Howard Coble (R-N.C.) CC, CS	$500
Barney Frank (D-Mass.) CS	$500
Henry Hyde (R-N.Y.) CS	$500
Mel Levine (D-Calif.)	$1,000
Bruce Morrison (D-Conn.) CS	$500
Claude Pepper (D-Fla.)	$500
Peter Rodino (D-N.J.) JC	$500
Tim Wirth (D-Colo.) TS	$500

Senate

Jeff Bingaman (D-N.M.)	$500
Alan Cranston (D-Calif.)	$2,500
Orrin Hatch (R-Utah) BC, CS	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$2,750
Bob Packwood (R-Ore.) CmS	$1,000
Arlen Spector (R-Pa.)	$500
Pete Wilson (R-Calif.)	$10,000

United Cable Television

Disbursement: $7,166

House

John Dingell (D-Mich.) CC	$500
Ken Kramer (R-Colo.)	$1,000
[illegible] (Rep. candidate for Colorado Senate seat)	$1,000
Patricia Schroeder (D-Colo.) CS	[illegible]

Senate

Mack Mattingly (R-Ga.) AC	$500

Other

Democratic Congressional Campaign Committee	$1,000
NCTA CablePAC	$2,000

Verner, Liipfert, Bernhard & McPherson

Disbursement: $68,097

House

Frederick Boucher (D-Va.) CS	$250
Cardiss Collins (D-Ill.) TS	$500
Wayne Dowdy (D-Miss.) TS	$500
Dennis Eckart (D-Ohio) CC	$250
James J. Florio (D-N.J.) CC	$500

Barbara Kennelly (D-Conn.) WMC	$813.75
Mickey Leland (D-Tex.) TS	$500
Norman Lent (R-N.Y.) CC	$250
Barbara Mikulski (D-Md.) CC	$250
Mike Oxley (R-Ohio) TS	$250
Bill Richardson (D-N.M.) CC	$500
James Scheuer (D-N.Y.) TS	$250
Patricia Schroeder (D-Colo.) CS	$250
Richard Shelby (D-Ala.) CC	$250
Al Swift (D-Wash.) TS	$250
Tim Wirth (D-Colo.) TS	$800
Ron Wyden (D-Ore.) CC	$500

Senate

Wendell Ford (D-Ky.) CmS	$2,631.46
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$1,000
Donald Riegle (D-Mich.) BC, CC	$1,000
Paul Simon (D-Ill.) JC	$1,000

Other

Chairman's Council Democratic Congressional Campaign Committee	$1,000

Viacom International

Disbursement: $8,350

House

Vic Fazio (D-Calif.) AC	$500
Mickey Leland (D-Tex.) TS	$500
Matthew Rinaldo (R-N.J.) TS	$250
Al Swift (D-Wash.) TS	$500
Tim Wirth (D-Colo.) TS	$2,000

Senate

Alfonse D'Amato (R-N.Y.) AC	$500
Bob Packwood (R-Ore.) CmS	$500
Pete Wilson (R-Calif.)	$500

Other

NCTA CablePAC	$1,000

Warner Amex

Disbursement: $20,600

House

Jack Brooks (D-Tex.) CC	$250
William Clinger (R-Pa.)	$500
Tom Coleman (R-Mo.) TS	$250
Joseph Gaydos (D-Pa.)	$250
Marc Holtzman (Rep. candidate for Pa. House seat)	$500
James R. Jones (D-Okla.) WMC	$250
Robert Kastenmeier (D-Wis.) CS	$250
Jack Kemp (R-N.Y.) AC	$500
Mickey Leland (D-Tex.) TS	$250
Norman Lent (R-N.Y.) CC	$250
James Quillen (R-Tenn.)	$500
Richard Schulze (R-Pa.) WMC	$250
Bud Shuster (R-Pa.)	$250
Tim Wirth (D-Colo.) TS	$1,000

Senate

Jeremiah Denton (R-Ala.) JC	$1,000
Robert Dole (R-Kan.) majority leader	$1,400
Barry Goldwater (R-Ariz.) CmS	$1,200
J. Bennett Johnston (D-La.) AC, AE	$1,000
Robert Packwood (R-Ore.) CmS	$1,000
Dan Quayle (R-Ind.) BC	$1,000
Arlen Specter (R-Pa.) AC, JC	$500

Paul Trible (R-Va.) CC	$150

Other

Black Entrepreneurs Salute (National Black Republican Council)	$1,000
Connecticut Republican Party	$1,000
Massachusetts Democratic State Committee	$500
NCTA CablePAC	$2,500
National Republican Congressional Committee	$100
New Leadership PAC (supports new Republican candidates at all levels)	$2,000
Republican Leaders Fund (House Minority Leader Robert Michel [R-Ill.] PAC)	$1,000
Salute America (supports freshmen Republican members of Congress)	$1,500
Women in Politics PAC (supports Republican women running for Congress in Pennsylvania)	$600

Warner PAC

Disbursement: $53,350

House

Joseph P. Addabbo (D-N.Y.) AC	$500
Mike Barnes (D-Md.) BC	$900
Jim Bates (D-Calif.) TS	$250
Howard Berman (D-Calif.) CS	$500
Frederick Boucher (D-Va.) CS	$1,000
John Bryant (D-Tex.) TS	$1,000
Bob Carr (D-Mich.) AC	$250
Howard Coble (R-N.C.) CC, CS	$500
Tony Coelho (D-Calif.) (chairman, Democratic Congressional Campaign Committee)	$250
Tom Daschle (D-S.D.)	$300
John Dingell (D-Mich.) CC	$1,000
Julian Dixon (D-Calif.) AC	$500
Thomas Downey (D-N.Y.) BC, WMC	$1,750
Dennis Eckart (D-Ohio) CC	$250
Don Edwards (D-Calif.) JC	$250
Vic Fazio (D-Calif.) AC	$300
Hamilton Fish (R-N.Y.) JC	$600
James Florio (D-N.J.) CC	$500
Barney Frank (D-Mass.) CS	$500
Sam Gejdenson (D-Conn.)	$250
Sam Gibbons (D-Fla.) WMC	$500
Dan Glickman (D-Kan.) JC, CC	$500
Lee Hamilton (D-Ind.)	$250
William Hughes (D-N.J.) JC	$250
Henry Hyde (R-N.Y.) CS	$250
James R. Jones (D-Okla.) WMC	$500
Mickey Leland (D-Tex.) TS	$250
Mel Levine (D-Calif.)	$250
Romano Mazzoli (D-Ky.) CS	$250
Tom McMillen (Dem. candidate for Maryland House seat)	$500
Jim Moody (D-Wis.)	$500
Carlos Moorhead (R-Calif.) CC, CS	$500
Bruce Morrison (D-Conn.) CS	$250
Charles Rangel (D-N.Y.) WMC	$1,000
Matthew Rinaldo (R-N.J.) TS	$500
Peter Rodino (D-N.J.) JC	$1,000
Patricia Schroeder (D-Colo.) CS	$500
Gerry Sikorski (D-Minn.) CC	$500
Larry Smith (D-Fla.) JC	$500
Henry Waxman (D-Calif.) CC	$500
Alan Wheat (D-Mo.)	$250
Tim Wirth (D-Colo.) TS	$1,500
Ron Wyden (D-Ore.) CC	$250

Senate

Jeff Bingaman (D-N.M.)	$500
Alan Cranston (D-Calif.)	$3,000
Christopher Dodd (D-Conn.)	$500
Tom Harkin (D-Iowa) AC	$500
Orrin Hatch (R-Utah) BC, CS	$2,000
Daniel Inouye (D-Hawaii) AC, CmS	$3,000
Pat Leahy (D-Vt.) AC, CS	$2,500
Bob Packwood (R-Ore.) CmS	$1,000
Donald Riegle (D-Mich.) BC, CC	$500
Paul Simon (D-Ill.) JC	$2,000
Arlen Specter (R-Pa.) AC, JC	$500
Pete Wilson (R-Calif.)	$10,000

install aux. ant. sys. Granted separate app. to change HAAT to 1,179 ft. and replace ant. Actions March 28.

■ *WYBE (ch. 35) Philadelphia—Granted app. to change ERP to vis. 323.6 kw, change HAAT to 558 ft., replace ant. and change TL. Action March 25.

■ WAPA-TV (ch. 4) San Juan, P.R.—Granted app. to make changes in aux. ant. sys. Action March 28.

■ *KHHT-TV (ch. 14) Houston—Granted app. to change ERP to vis. [illegible] kw and change HAAT to [illegible] ft. Action March 28.

In Contest

[illegible]

■ Homestead, Fla. (Homestead Minority Broadcasting [illegible]) FM proceeding. Granted joint request by Homestead Minority Broadcasters Inc., Radio South Dade Inc., Homestead Community Broadcasters, [illegible] Broadcasting Inc. and Radio Homestead Corp. for settlement agreement and dismissed apps. of Homestead Radio South Dade, Homestead Community Broadcasters and [illegible] with prejudice; granted app. of Radio Homestead for new FM station at Homestead, and terminated proceeding. By [illegible] March 28.

[illegible]

■ Eureka, Calif. (Tahoe and Bruzzi [illegible]) TV proceeding. By separate [illegible] [illegible] Broadcasting [illegible] EEO policies and whether these [illegible] [illegible] qualifications [illegible] financial [illegible]. By MO&O March [illegible].

■ Sebring, Fla. (Lesea Broadcasting Corp. et al.) TV proceeding. Granted joint request by [illegible] Channel 50 Inc., [illegible] Partnership and [illegible] Broadcasting Co. for settlement agreement; dismissed app. of Channel 50, Hunt and Kidd with prejudice; [illegible] granted app. of Lesea for new TV station on [illegible] at Sebring and terminated proceeding. By MO&O March [illegible].

[illegible]

■ Danville, Va. (Danville Broadcasting and Hamilton Partnership Ltd.) TV proceeding. Granted joint request for approval of agreement and dismissed app. of Danville Broadcasting with prejudice and returned Hamilton's app. to hearing status. By MO&O March 24.

[illegible]

■ New York (Digital Paging Systems Inc. et al.) MDS proceeding. Pursuant to settlement agreement approved in MO&O released Dec. [illegible] 1985, which returned app. of Digital Paging and retained it in hearing status pending receipt of confirmation that corp. consisting of settling parties had been established, ordered that app. of New York MDS for new MDS station at New York is granted and terminated proceeding. By order March 26.

■ El Paso (LN2K Communications et al.) TV proceeding. Granted request by Josie Moore and dismissed her app. with prejudice. By order March 21.

[illegible]

■ New Orleans (Lloyd A. Allen et al.) TV proceeding. Granted Crescent City Communications Co.'s motion and dismissed app. of Lloyd A. Allen with prejudice for failure to prosecute. By order March [illegible].

[illegible]

■ Cabo Rojo, P.R. (Olga Iris Fernandez and Maria [illegible] Avilés) FM proceeding. Granted joint request for settlement agreement by Fernandez and Avilés; dismissed Fernandez app. with prejudice; granted Avilés's app. for new FM station at Cabo Rojo, and terminated proceeding. By MO&O March 28.

[illegible]

■ Tallahassee, Fla. (Florida Educational [illegible] and [illegible] Educational Broadcasting Inc.) Ed. TV proceeding. Granted joint request for settlement agreement, [illegible] app. with prejudice; granted app. [illegible] for [illegible] educational TV station at Tallahassee, and terminated proceeding. By MO&O March [illegible].

■ [illegible] Broadcasting Foundation Inc. et al. FM proceeding. Granted joint request by [illegible] Broadcasting [illegible] Inc. and [illegible] Center for [illegible] for approval of settlement agreement and dismissed [illegible] app. with prejudice. By MO&O March [illegible].

Call Letters

Applications

New AM

[illegible]

Existing AM's

[illegible]

Existing FM's

[illegible]

Grants

New AM's

[illegible]

New TV

[illegible]

Existing AM's

[illegible]

Existing FM's

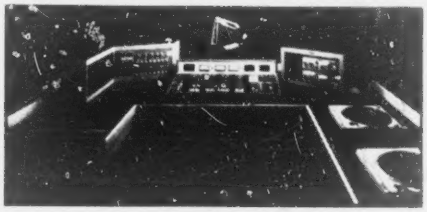
[illegible]

Existing TV

[illegible]

Studio Systems

for AM • FM • TV Audio



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- Working Displays, In Our Showroom.
- Financing Available.

Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 21

SOLD IN JUST TWO WEEKS—

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TRIBUNE: N.Y., L.A., CHICAGO, ATLANTA, DENVER, NEW ORLEANS
GAYLORD: DALLAS, HOUSTON, CLEVELAND, SEATTLE, MILWAUKEE
MALRITE: CINCINNATI, WEST PALM BEACH, ROCHESTER, JACKSONVILLE
PAPPAS: GREENVILLE/SPART, FRESNO, OMAHA
MEDIA CENTRAL: KANSAS CITY, KNOXVILLE, PADUCAH, JACKSON MS, HUNTSVILLE, COLUMBUS GA, CANTON OH
OUTLET: INDIANAPOLIS
PLUS: MINNEAPOLIS, HARTFORD and RALEIGH

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55th Year 1986

Broadcasting's biggest NAB's Dallas roundup

Vol. 110 No. 16

Broadcasting Apr 21

Coverage from the NAB in Dallas
MacFadden attempts Blair buyout
Gearing up for MIP-TV

DALLAS DOINGS □ NAB convention in Dallas is all smiles for the industry as attendance reaches nearly 39,000 and exhibit floor boasts technology hits. Fowler and Burger speak to the assembled multitudes. **PAGE 35.**

NAB 86 □ NAB President Fritts sounds theme of unity at convention opening. **PAGE 46.** Tinker receives Distinguished Service Award; accents positive future of broadcasting. **PAGE 46.** Small format gear, digital equipment highlight television equipment exhibit. **PAGE 48.** Cable operators join broadcasters in must-carry discussion. **PAGE 50.** Interest in Congress over music licensing is apparently growing. **PAGE 50.** Signing of AM treaty with Mexico concerning clear channels postponed. **PAGE 54.** Controversy over people meter implementation arises at NAB. **PAGE 54.** Washington types debate definition of public interest. **PAGE 56.** FMX technology to help stereo FM draws strong interest. **PAGE 58.** Survey released follows growth of television stereo. **PAGE 60.** Quello says he would vote to reinstate three-year trafficking rule. **PAGE 62.** UHF broadcasters concerned over reallocation of spectrum to land-mobile. **PAGE 62.** Lawyers voice concerns over FCC's deregulation. **PAGE 66.** AM stereo fight between Kahn and Motorola systems shows no sign of slowing down. **PAGE 68.** Panel explores funding alternatives for public broadcasting. **PAGE 70.** Daytimers look for better days ahead with Mexican agreement on horizon. **PAGE 71.** Taft to move forward with its teletext experiment. **PAGE 72.** Number of libel cases decreasing. **PAGE 72.** West Germany joins France in asking for delay in HTDV standardization. **PAGE 74.** Kompas survey reviews LPTV progress. **PAGE 74.** TVB targets growth categories. **PAGE 75.** Merits of too much satellite news gathering discussed. **PAGE 76.** Changing face of television in Europe reviewed. **PAGE 76.** Relationship between news and sales departments discussed. **PAGE 77.** Station buying primer. **PAGE 80.** Station trading expansion is creating new financing mechanisms. **PAGE 81.** Allen, Nightingale inducted into Radio Hall of Fame. **PAGE 82.** Congressmen say behavior of broadcasters in election year will determine if political advertising bill will move. **PAGE 83.** Megarates study looks for ways to increase advertising rates. **PAGE 85.**

WITHIN BOUNDS □ FCC releases enhanced underwriting guidelines. **PAGE 86.**

CANNES GATHERING □ U.S. programers head for France for the 22d annual MIP-TV convention. **PAGE 89.**

NEWS DETAILS □ UPI files reorganization plan with bankruptcy court. **PAGE 98.**

CBS SHOW □ Jesse Jackson, at CBS shareholders meeting, urges company to be more sensitive to minorities. **PAGE 100.**

AD BUY □ Saatchi & Saatchi purchases Backer & Spielvogel. **PAGE 102.**

PUBLIC APPEARANCE □ Programing, budget concerns highlight convention of National Public Radio and American Public Radio. **PAGE 105.**

GOOD NEWS □ Producers Paul and Holly Fine have teamed up to produce a host of award-winning news programs. **PAGE 127.**

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Video Tape Co

[illegible]

Staff [illegible]

Visnews Limited 8.10

[illegible] **Staff:** [illegible]

Warner Bros Hotel Juana

[illegible]

[illegible] **Staff** [illegible]

It's all NBC in the prime time ratings

[illegible]

Kingsport, Tenn. [illegible] Principal is owned by Home News Corp., New Brunswick, N.J.-based publisher, cable operator and station group of three AM's, [illegible] FM's and two TV's. It publishes daily Brunswick (N.J.) Home News and [illegible] weekly papers and owns cable systems in [illegible] and Trappe, both Pennsylvania. Home News [illegible] owned by William M. Boyd. Filed April 9.

Facilities Changes

Applications

AM's

[illegible]

- **WQSN** [illegible] — Seeks [illegible] [illegible] Ann. April 7.
- **KAWM** [illegible]
- **KGNW** [illegible] KGNW [illegible] App. April [illegible]

[illegible]

- **WRHI** [illegible]
- **WBOP** [illegible] change TL. App. April [illegible]

FM's

[illegible]

- **WLNN-FM** [illegible] change ERP [illegible]
- **WCLT-FM** [illegible] change TL, change ERP [illegible] change HAAT [illegible]
- **WKAT-FM** [illegible] April 15.

[illegible]

- **KAWS** [illegible] App. April [illegible]
- **KYRD-FM** [illegible] change HAAT [illegible]
- **WERS-FM** [illegible] CP to change TL. App. April [illegible]
- **KFTH** [illegible] CP to change TL, change ERP [illegible] change HAAT to [illegible] ft. App. April [illegible]
- **KLSA** [illegible] change ERP [illegible] App. April [illegible]
- **KISY** [illegible] Seeks CP [illegible] change HAAT [illegible] App. April [illegible]
- **WIDG** [illegible] change TL and change HAAT [illegible] App. April [illegible]
- **WMVO** [illegible] change TL and change HAAT [illegible] App. April [illegible]
- **WENY** [illegible] make changes [illegible] App. April [illegible]
- **WKKI** [illegible] change ERP [illegible] App. April [illegible]
- **WHOK** [illegible] Seeks CP [illegible] TL, change HAAT [illegible] App. April [illegible]
- **WOHT-FM** [illegible] Seeks CP to change ERP [illegible] App. April 10.
- **WXTC** [illegible] Seeks CP to change TL and change HAAT [illegible] App. April 10.
- **WSMS** [illegible] Memphis [illegible] Seeks CP to change TL, change ERP to 22.5 kw, change HAAT [illegible] and change to DA. App. April [illegible]
- **WYCQ** (102.9 mhz) Shelbyville, Tenn.—Seeks CP to change TL and change HAAT to 820 ft. App. April 8.
- **KHIT** (106.9 mhz) Bremerton, Wash.—Seeks CP to change TL and change HAAT to 819 ft. App. April 10.

TV's

[illegible]

- **KBC** [illegible] Seeks MP to change ERP to [illegible] change HAAT to [illegible] replace [illegible] App. April [illegible]
- **WXON** [illegible] Seeks MP to change ERP [illegible] change HAAT to [illegible] App. April [illegible]

Actions

AM's

- [illegible] Action April [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

FM's

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

change freq. to 90.3 mhz, change ERP to 100 kw, change HAAT to 782 ft., and change TL. Action March 31.

- **KZLT-FM** (104.3 mhz) East Grand Forks, Minn.—Returned app. to change TL and change HAAT to 443.78 ft. Action April 4.
- **KNSS** (98.3 mhz) Carson City, Nev.—Granted app. to change TL, change ERP to 78.9 kw, and change HAAT to 2,271.94 ft. Action April 8.
- **WKJY** (98.3 mhz) Hempstead, N.Y.—Granted app. to change HAAT to 328 ft. Action March 31.
- **WPLJ** (95.5 mhz) New York—Granted app. to construct aux. sys. Action March 27.
- **WRFM** (105.1 mhz) New York—Granted app. to install aux. sys. Action March 27.
- **WJHY** (100.3 mhz) High Point, N.C.—Granted app. to install aux. ant. sys. Action March 27.
- **WPRO-FM** (92.3 mhz) Providence, R.I.—Granted app. to change ERP to 45.8 kw and change HAAT to 488.72 ft. Action March 31.
- **KPFT** (90.1 mhz) Houston—Granted app. to change HAAT to 431.52 ft. Action March 31.
- **WMYU** (102.1 mhz) Sevierville, Tenn.—Granted app. to change TL, change ERP to 15.3 kw, and change HAAT to [illegible] ft. Action April 8.
- **WAVA-FM** (105.1 mhz) Arlington, Va.—Dismissed app. to change TL and change HAAT to 982 ft. Action March 27.
- **WACZ-FM** (96.9 mhz) Milton, W.Va.—Granted app. to change ERP to 26 kw and change HAAT to 1,001.58 ft. Action April 9.

TV's

- **WNVC** (Ch. 56) Fairfax, Va.—Granted app. to change ERP to vis. 2,750 kw and 275 kw, change HAAT to [illegible] ft., replace ant., and change TL. Action April 1.
- **KOZK** (Ch. 21) Joplin, Mo.—Granted app. to change ERP to vis. [illegible] kw and change HAAT to 933 ft. Action April 7.
- **WLOS** (Ch. 13) Lexington, N.C.—Granted app. to move main studio outside community of lic. Action April 8.
- **WHRO-TV** (Ch. 15) Hampton, Va.—Granted app. to move main studio outside community of lic. Action March 28.

Summary of broadcasting
as of February 28, 1986

Service	On Air	CP's	Total *
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

* [illegible]

In Contest

[illegible]

- Reno [illegible] Broadcasting, et al. TV proceeding. Granted joint [illegible] withdrawal by Reno Television Broadcasting and dismissed its app. with prejudice. By order April [illegible]
- Syracuse, N.Y. (Harvard Broadcasting, et al.) TV proceeding. Granted motion by [illegible] Communications and dismissed its app. with prejudice. By order April 9.
- Myrtle Beach, S.C. (Myrtle Beach Broadcasting, et al.) TV proceeding. By separate orders, granted motion filed by Myrtle Communications Inc. and Coastal Carolina Limited Partnership and dismissed their apps. with prejudice; granted motion for summary decision by Coastal Carolina Broadcasting [illegible] and resolved air hazard issue in its favor. By orders April 9 and [illegible]

[illegible]

- Pacific [illegible] (John R. Powley) TV proceeding. Granted motion for summary decision filed by Powley and resolved air hazard issue in his favor; ordered issues added against Powley to determine transmitter and tower availability and misrepresentation as to availability of that site. By MO&O April 8.

[illegible]

- Honolulu (Channel 5 Broadcasting Associates, et al.) TV proceeding. Granted joint request for settlement agreements by Ka [illegible] Lane TV Corp., Polynesian Services Corp., Channel 5 TV 5 Honolulu and dismissed apps. of Channel 5, Polynesian and TV 5 with prejudice; granted Ka [illegible]'s amended app. for new TV station on channel 5 at Honolulu and terminated proceeding. By MO&O April 9.
- Newton, N.J. (Bayner Newton Corp., et al.) TV proceeding. By separate orders, granted motion by John R. Powley and dismissed his app. with prejudice; granted petition by Newton Television Inc. to enlarge issues against Newton Television Limited and Keyes Broadcasting Co. to determine whether they are in compliance with commission EEO rules and, if not, effect on their basic and/or comparative qualifications; granted Family Stations Inc.'s motion and enlarged

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE
Broadcasting Apr 28

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For Station Clearance contact Viacom Enterprises at (212) 575-5175

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Viacom.

55th Year 1986

Prime time:
NBC's year that was

Vol. 110 No. 17

Broadcasting Apr28

NBC records its first-ever prime time victory
At Large with the financial chiefs
NAB equipment wrap-up

PROUD PEACOCK □ NBC wins the prime time ratings season for the first time in its history. □ PAGE 35.

LIBEL VICTORY □ Supreme Court provides journalists with major victory in Pennsylvania libel case. PAGE 38.

DRAWING THE CURTAIN □ Libya expels U.S. and Western European journalists, saying their job has been completed. PAGE 38.

MUST-CARRY FILING □ Reply comments in FCC's must-carry proceeding pour into commission. PAGE 40.

STEPPING DOWN □ Harvey Shephard leaves CBS Entertainment to join Warner Bros. Television; Kim LeMasters will replace Shephard. PAGE 40.

TRIP TO BOUNTIFUL □ BROADCASTING looks back at the cornucopia of equipment on display at this year's NAB. From video recorders to transmitters, from SNG equipment to stereo TV, this special looks at who brought what, and who bought it. PAGE 46.

OPEN COURT □ Three Supreme Court justices say they would have opened doors of court to broadcast coverage of Gramm-Rudman-Hollings arguments. PAGE 65.

COMMISSION APPEAL □ Spanish television station licensees appeal FCC administrative law judge's ruling denying them renewal. PAGE 66.

NONVIOLENCE BILL □ Senator Paul Simon (D-Ill.) introduces legislation aimed at curbing violence on television and cable. PAGE 68.

FINANCIAL VIEW □ On the eve of the Broadcast Financial Management Association convention in Los Angeles, BROADCASTING sat down with seven chief financial officers of major Fifth Estate companies to assess the current economic climate and the changes taking place in the business world. PAGE 74.

REACHING OUT □ Four cable companies are taking advantage of the bullish market by making initial public offerings. PAGE 82.

AD TALK □ Cabletelevision Advertising Bureau convention is under way with the theme "Delivering on the Promise." PAGE 84.

LAYING THE BLAME □ *New York Times* television critic John Corry says reason for perceived liberal bias in the media stems from the culture at large. PAGE 89.

TOP HITS □ Arbitron releases figures on its winter ratings book for New York, Los Angeles and Chicago. PAGE 91.

BETTER WORLD □ WXIA-TV Atlanta to air advocacy series on nuclear arms race. PAGE 92.

SOLID RETURN □ Chairman Fay Vincent has brought a stabilizing hand and sound managerial skills to Columbia Pictures. PAGE 111.

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Broadcasting [illegible]

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hour," he said. "We were ineffective in developing it last season." Noting some "internal complaints" about the script writing for *Miami Vice*, Tartikoff said he had ordered twice the number of needed scripts for next season (an idea he acknowledged "stealing" from Spielberg's *Amazing [illegible]*) and he was already considering moving the show back one hour to the 9-10 slot [illegible] with *Dallas*.

Contributing to the "fresh" approach to NBC's quick start last September were its aggressive and innovative [illegible] promotional moves last summer. The network captured 20 of 22 weeks between April 22 and Sept. 22 of last year, giving it the advantage in promoting the upcoming season. "And this summer," said Tartikoff, "we are approaching it the same way." Last summer, he said, [illegible] the [illegible] of [illegible] short-flight series [illegible] summer [illegible] HUT levels [illegible] new. The [illegible] of [illegible] this summer will [illegible] episode sitcom called [illegible] about a "feisty" elderly [illegible] a younger black woman [illegible]. It is produced by [illegible] Productions, a Los Angeles-based, black-owned company. It will star [illegible] (whose credits include [illegible]) Moshe McKay[illegible].

Also premiering [illegible] five-part series [illegible] produced by Multimedia based on [illegible] Desmond Morris' book "The Human Animal." Tartikoff also confirmed that the NBC News magazine program [illegible] title will be found [illegible] a weekly run beginning [illegible]. "[illegible] fourth series for the summer schedule," said Tartikoff. "We will [illegible]

of something else—something out of the current roster of pilots." [illegible] March 17). The network also has three more episodes of a comedy that had a short and [illegible] run this spring, [illegible]. It will be seen [illegible] next summer in [illegible]. The show [illegible] Saturday at [illegible] p.m.

In addition, Tartikoff said that [illegible] Sunday and Monday [illegible] NBC [illegible] the second [illegible] CBS [illegible] this season. [illegible] Monday and Sunday [illegible]

Last week [illegible] Sunday [illegible] "I think [illegible]" [illegible] Saturday [illegible] Sunday [illegible]

[illegible] of the season.

It was the development of comedies that brought NBC victory, and the network will continue to produce new comedies to strengthen its lineup. The network now carries 10 comedies in prime time, and Tartikoff said NBC could probably carry two or three more. Among those that are "strong candidates" for inclusion in next season's lineup (which will be unveiled in New York on May 19) are two shows that had short runs this spring, [illegible] and *[illegible]*. The latter, with Jack Klugman, is currently producing four more episodes, with two to run in May and two in June.

Tartikoff said last week that despite the failure of *Misfits of Science* he was "not afraid" of so-called "high concept" shows and has one under development, with the working title *A.L.F.* (Alien Life Force), which revolves around a central character he described as "a sort of nasty E.T." It's being developed by Tom Patchett, the writer, director and producer of *[illegible]*.

In terms of household delivery, NBC reached an average 15,030,000 homes per average prime time minute, compared to 13,780,000 a year ago, an increase of 9%. CBS was flat, delivering an average 14,780,000 homes both this year and last year. ABC's home delivery dropped 2% to 12,800,000 this season from 13,070,000 last season.

According to an analysis of the season by CBS, the results were "very positive" for network television viewing generally. The three-network HUT levels, ratings and shares were all up. The prime time HUT level for 1985-86 was an average 63.8%, compared to 63.[illegible] a year ago. The combined rating averaged [illegible], compared to 48.5 a year ago. And the three network

How they fared in '85-86: prime time program performance

Business

MSO's turning to IPO's for capital

More and more cable companies are raising capital through initial public offerings

[illegible]

Offerings to cable: The mini-wave in MSO IPO's

[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Exchange & symbol
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	ASE:ACN
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	ASE:CVC
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	NASDAQ:CCCA
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	NASDAQ:HCCAA

[illegible]

[illegible] built except for one in Cambridge, Mass., on which construction was begun in December 1985. And American has agreed to purchase the CommuniCom system serving Los Angeles for $68.5 million, subject to certain adjustments.

Down to business

Among speakers at BFMA meeting in Los Angeles are Tartikoff, Harris, Back, Mord and Salhany

Business managers and controllers will absorb "information for excellence" this week (April 27-30) as they gather in Los Angeles for the 26th annual conference of the Broadcast Financial Management Association, representing some 1,200 professionals in television, radio, cable and related industries. The four-day convention at the Century Plaza is expected to draw a record attendance, based on pre-registration figures [illegible] week.

"We're placing more emphasis on small group and swap sessions this year," said conference chairman Bill Hankins, business manager, KMBC-TV Kansas City. "We've had lots of positive information in the past on these 'small-scale exchanges,'" he noted. "We want to enhance the format and the sessions."

In addition to more than two dozen informational sessions on such topics as personal computers, advertising and graphics, several general sessions will draw on the expertise of top industry executives, such as NBC Entertainment President Brandon Tartikoff and Paramount Pictures Television Group President Mel Harris. Other speakers include All American Television President George Back, Capcities/ABC Vice President of Marketing and Research Marvin Mord and Paramount Productions President Lucie Salhany.

Registration for the BFMA event begins Sunday (April 27) at noon. Exhibits open at the same time and remain open daily through Tuesday (April 29). A newcomers meeting is

- KROQ-FM Pasadena, Calif. (106.7 mhz; 25.5 kw; HAAT 160 ft.)—Seeks assignment of license from Mandeville Broadcasting Corp. to Infinity Broadcasting of Los Angeles for between $40 million and $45 million. Seller is principally owned by Kenneth L. Roberts. It has no other broadcast interests. Buyer is subsidiary of Infinity Broadcasting Corp., New York-based group of four AM's and six FM's, owned by Michael A. Wiener, chairman; Gerald Carrus, president, and Mel Karmazin and Gary Rodriguez. It recently sold KGRQ-AM-FM San Diego ("Changing Hands," April 14). Filed April 14.

- KSCO-AM-FM Santa Cruz, Calif. (AM: 1080 khz; 10 kw-D; 5 kw-N; FM: 99.1 mhz; [illegible] kw; HAAT [illegible] ft.)—Seeks assignment of license from Radio Santa Cruz to Jeffrey Broadcasting Corp. of Santa Cruz/San Jose for $2,750,000, comprising $[illegible] million cash and remainder note at [illegible] with lump-sum payment at [illegible]. Seller is principally owned by Vernon Berlin and brothers, Fred and Marlon McPherson. They have no other broadcast interests. Based in Sacramento, Calif., Jeffrey is group of one AM and two FM's, owned by Robert F. [illegible], [illegible] Jeffrey and Ed Bock. It purchased KFMD(FM) [illegible] two weeks ago ("Changing Hands," April 7) and KMRY(AM) Des Moines, Iowa, this week (see "Changing Hands," page 96). Filed April 11.

- WYAY-FM [illegible], WEZN(FM) Bridgeport, Conn.; WZZK-AM-FM Birmingham, Ala.; KWEN-FM Tulsa, Okla.; WDBO-AM-WWKA(FM) Orlando, Fla.; WEZQ(AM)-WYAT(FM) [illegible]; WSYR(AM)-WYYY(FM) Syracuse, N.Y. [illegible] WEZN [illegible] WZZK [illegible] KWEN [illegible] WDBO [illegible] WWKA [illegible] WEZQ [illegible] WSYR [illegible] WYYY [illegible]—Seeks transfer of control of Katz Broadcasting [illegible] to KBC Acquisition Corp. for $[illegible] [illegible] of New York [illegible] of Katz [illegible] Dick Mahoney, president. Buyer is [illegible] Katz Broadcasting; President Dick [illegible]. Filed April [illegible].

- WBLN(AM) [illegible]—Seeks transfer of control of [illegible] for $[illegible]. Seller [illegible]. Filed April [illegible].

- WTKE(AM) [illegible]—Seeks assignment of license from [illegible] to Victory Broadcasting [illegible] for $400,000 [illegible]. Seller [illegible]. Buyer [illegible] Orange, Calif. [illegible]. Filed April 15.

- WZXM-AM-FM [illegible] (AM: [illegible] khz; [illegible] kw-D; FM: 95.[illegible] mhz; [illegible] kw; HAAT [illegible] ft.)—Seeks assignment of license from [illegible] Broadcasting Corp. to [illegible] Communications Inc. for $[illegible]. Seller is principally owned by William [illegible]. It has no other broadcast interests. Buyer is owned by [illegible] McKeown and his wife, Mary [illegible]. [illegible] WLLZ-FM Detroit. Filed April [illegible].

- KQRS-AM-FM Golden Valley, Minn. (AM: 1440 khz; 5 kw-D; 500 w-N; FM: 92.5 mhz; [illegible] kw; HAAT [illegible] ft.)—Seeks assignment of license from Hubbard Broadcasting Inc. to KQRS Inc. for $[illegible] million, comprising $[illegible] million for [illegible] and $1 million for property. [illegible] Seller is Minneapolis-based group of three AM's and three FM's, principally owned by James A. McKeown. Buyer is subsidiary of Capital Cities/ABC Inc. Filed April 14.

- KEYL(AM) Long Prairie, Minn. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from The Radio Way Corp. to Alan R. Stewart and his wife, Mary, for $350,000, comprising $50,000 cash and remainder note at [illegible] over seven years. Seller is owned by [illegible] and Donald Schermerhorn. It has no other broadcast interests. Buyer, Alan Stewart, is [illegible] manager, and Mary Stewart is bookkeeper at WRJC-AM-FM Mauston, Wis. Filed April 11.

- KYOT(AM) Great Falls, Mont. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Donald L. Koehler and his wife, Deanna, to Christian Enterprises Inc. for assumption of $268,000 [illegible] note. Sellers have no other broadcast interests. Buyer is nonprofit group of four AM's and [illegible] FM's headed by Harold [illegible]. Filed April 10.

- WGHB(AM) Farmville, N.C. (1250 khz; 5 kw-D; 2.5 kw-N)—Seeks assignment of license from Farmville Broadcasting Co. to Atlantic Coast Communications Inc. for $403,780. Seller is owned by L. Gene Gray, who has no other broadcast interests. Buyer is owned by Jerome Lamprecht and his son, Thomas. It has no other broadcast interests. Filed April 14.

- KIXR(FM) Ponca City, Okla. (100.1 mhz; [illegible])—Seeks assignment of license from Kenneth McDonald to KIX Communications Inc. for $145,000. Seller is trustee for Hatwell Broadcasting Co. and has no other broadcast interests. Buyer is owned by Frank S. Chappell, Michael K. Russell, William Worley and Clifford Donnelly. It has no other broadcast interests. Filed April 11.

- KSSA(AM) Fort Worth, Tex. (1270 khz; 5 kw-D)—Seeks assignment of license from Founders Broadcasting DFW Inc. to Mark Rodriguez II Broadcasting Inc. for $1.5 million. Seller is Stevenson, Tex.-based publisher and station group of three AM's principally owned by D. Wesley Attaway. It publishes three dailies, seven weeklies and two [illegible], all in Texas. It recently sold WGIV(AM) Charlotte, N.C. ("Changing Hands," March 31). Buyer is owned by Mark Rodriguez, vice president of KESS(FM) Fort Worth, which is owned by his father, Marcos Rodriguez, [illegible] Rodriguez [illegible]. Filed April 1.

- KESS(FM) Fort Worth, Tex. (94.1 mhz; 100 kw; HAAT [illegible] ft.)—Seeks transfer of control of Latin Amarican Broadcasting Co. from Marcos Rodriguez to Mark Rodriguez [illegible]. Seller [illegible]. Filed April 14.

New Stations

AM's

- [illegible]. Filed April 14.

New FM's

- [illegible]

Summary of broadcasting

as of February 28, 1986

Service	On Air	CP's	Total *
[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

seeks 95.5 mhz, 17 kw; HAAT 125 ft. Address: 1005 State St., 62201. Principal is headed by Clyde C. Jordan, president. It has no other broadcast interests. Filed April 7.

- Shelby, Mont.—Timothy D. Martz seeks 97.9 mhz, 100 kw, 985 ft. Address: 2372 Delamere Dr., Cleveland Heights, Ohio 44106. Principal owns WDHP(FM) Presque Isle and WEST(AM) Caribou, both Maine, and WYSS(FM) Sault Ste. Marie, Mich. Filed April 11.

- Butte, Mont.—Maranatha Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT 24 ft. Address: 2349 Mead, 59701. Principal is owned by John Jacobs, Carl Koepplin and Ronald Huckeby. It has no other broadcast interests. Filed April 10.

TV

- Norfolk-Portsmouth-Newport News, Va.—Community Educational Television Inc. seeks ch. 55; ERP 5,000 kw; HAAT 992 ft.; ant. height above ground: 982. Address: 5424 Coach Dr., Virginia Beach, Va. 23462. Principal has no other broadcast interests. Filed March 24.

Facilities Changes

Applications

AM's

[illegible]

- WKAT (1360 khz) Miami Beach, Fla.—Seeks CP to change city of license to North Miami, Fla. App. April 15.
- WEBQ (1280 khz) Pine Island Center, Fla.—Seeks mod. of CP to increase day power to 20 kw. App. April 21.
- WGSM (740 khz) Huntington, N.Y.—Seeks CP to add night service with 500 w and install DA-2. App. April 16.
- KCNR (1410 khz) Portland, Ore.—Seeks CP to add night service with 1 kw; change city of lic. to Parkrose, Ore., and install DA-N. App. April 16.
- WBRN (1460 khz) Barceloneta-Manati, P.R.—Seeks CP to increase power to 5 kw. App. April 18.
- WNEL (1430 khz) Caguas, P.R.—Seeks CP to increase night power to 5 kw. App. April 18.
- WSOL (1090 khz) San German, P.R.—Seeks CP to increase night power to 2.5 kw. App. April 16.
- KUNW (1250 khz) Seattle—Seeks CP to operate experimental synchronous AM station simultaneously with KUNW [illegible] Wash. [illegible] with [illegible] kw. App. April 15.
- KMAS (1030 khz) Shelton, Wash.—Seeks CP to increase power to 10 kw. App. April 15.

[illegible]

- KHOG (1440 khz) Farmington, Ark.—Seeks mod. of lic. to change SL to 738 Holly Street, Fayetteville, Ark. App. April 7.
- KLZZ (550 khz) Bakersfield, Calif.—Seeks mod. of lic. to change SL to Truxton Court and Bypass Dr., Kern county, Calif. App. April 15.
- KDEN (1340 khz) Denver—Seeks CP to change TL. App. April 15.
- WMOP (900 khz) Ocala, Fla.—Seeks CP to reduce power to [illegible] kw and make changes in ant. sys. App. April 21.
- WHDQ (800 khz) Johnson City, Ill.—Seeks mod. of lic. to operate transmitter by remote control. App. April 21.
- WMAK (980 khz) Portland, Ky.—Seeks MP to reduce power to 5 kw and make changes in ant. sys. App. April 17.
- WNAX (570 khz) Yankton, S.D.—Seeks CP to make changes in ant. sys. App. April 21.
- KTUN (1480 khz) Humble, Tex.—Seeks CP to make changes in ant. sys. App. April 22.
- KZUN (1030 khz) Newport, Wash.—Seeks MP to change TL. App. April 18.
- WAMN (1050 khz) Green Valley, W. Va.—Seeks MP to change TL and make changes in ant. sys. App. April 21.

FM's

[illegible]

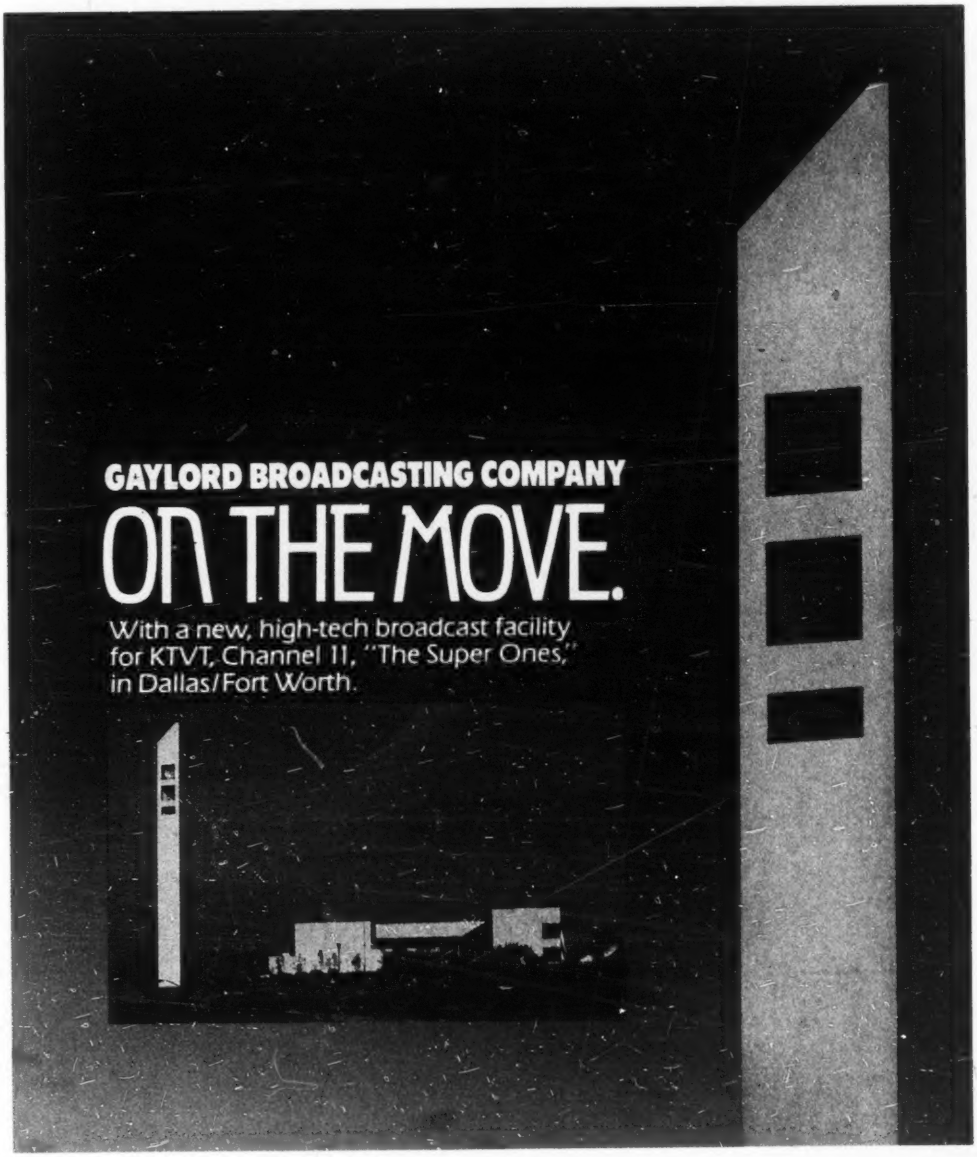
- WWWB-FM (102.9 mhz) Jupiter, Ala.—Seeks CP to change TL, change ERP to 33 kw and change HAAT to 1,065.42 ft. App. April 18.
- KKXX (107.9 mhz) Bakersfield, Calif.—Seeks mod. of

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 5



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55th Year 1986

Spreadsheet on networks in 1985

Vol. 110 No. 18

Broadcasting ◻ May 5

1985 network revenues ◻ Fox makes its move
Coverage from MIP, BFM, CAB, PBS, Airlie

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RADIO TELEVISION CABLE SATELLITE

Broadcasting May 5

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TOP OF THE WEEK

Best guess: What three networks took in, kept in 1985

An NBC executive once remarked, "Even when things were terrible at the television network, the broadcast group still made over $40 million [in 1981]." That the three major broadcast groups will likely survive current worries about the business would seem to be confirmed by the more than a billion dollars in operating profit they took in during 1985, a lackluster year for the television networks. Exactly where that money came from is shown in the accompanying chart, representing a consensus of industry sources and securities analysts who provided their numbers to BROADCASTING.

Nationally publicized overnight ratings for the three television networks always emphasized that someone was winning and someone else was losing. But the 1985 year-end revenue tabulations indicate that the third-placed television network in prime time, ABC, was within 5% of CBS's leading total, $2,276,000,000—clear evidence of the importance of other television dayparts. But with NBC's growing strength and ABC's inability so far to close the prime time ratings gap, the consensus is that in 1986 the revenue gap between first and third will grow, perhaps to 15%.

The developing weakness in network advertising, especially at the end of the year, affected the revenue of both ABC and CBS. However, the strength of local advertising made for a difference of fortunes between the television networks and owned television stations. At ABC, for instance, network revenue fell by approximately $500 million—largely due to the lack of Olympic dollars that were present in 1984—while the ABC-owned television stations, which had also profited greatly from the Olympics, managed to hold their revenue steady. More diversified sources of revenue and protection from the network's make-good problem also helped moderate the station group's decline in operating profit—9% from the previous year compared to the network's 34.5% drop.

The same was true at CBS. Operating profit at the CBS television network declined, for although the network had held cost increases to within 5%, the second half held year-end revenue increases unexpectedly low, and there was no time to make sufficient cost adjustments. Meanwhile, the CBS-owned television stations managed to post an increase in both revenue and profit.

More than one securities analyst during 1985 had to revise upward their estimates of NBC's revenue figures because of the television network's surprising prime time ratings strength. For the year, the NBC television network posted $2,176,000,000 in revenue and $202,500,000 in operating profit.

But even those dollar figures do not fully reflect the NBC television network's strength because many of the 1985 revenue dollars were placed before NBC's prime time numbers were evident. It will not be until the end of the current year that observers think the lag between ratings and dollars will end. For 1986, it is suggested, NBC could be taking in about 12.5% more dollars, even in a less-than-exciting television network marketplace, rising to $2,450,000,000. It is speculated that CBS television network revenue will be up about 3.5%, to $2,356,000,000, with ABC inching in the other direction, down 1% to $2,140,000,000.

Mark Riely, a securities analyst with Eberstadt Fleming Inc., said: "Until this year NBC was alone of three networks in really sounding a note of caution about the business, about competition from syndication and cable and about managing the business for the future. While the others admitted there was competition they never admitted it was very significant. Now in the Capital Cities/ABC annual report, and elsewhere, we are seeing signs of recognition, and that is a good step."

Radio in general had a better year than television. The increased advertising dollars being spent on network radio helped the ABC, CBS and NBC networks, despite newly emerging competition.

ABC Radio Networks posted revenues of $138 million and operating profit of $14.5 million while its radio stations contributed $83.9 million (revenue) and $24 million (profits). CBS had network revenue/operating profit of $45 million/$4.5 million and radio station contributions of $124.8 million/$15.5 million. NBC had network revenue of $42 million and an operating loss of $1 million, while its stations posted $65 million/$5 million. □

BROADCASTING's breakdown of network groups

ABC

	Revenue	% chg	Operating Profit	% chg.
TV network	$2,161,000,000	−19.4	$170,300,000	−34.5
Owned TV's	$464,500,000	——	$132,000,000	−9.0
Radio	$221,900,000	+4.4	$38,500,000	+37.5
Total broadcast group	$2,847,400,000	−14	$340,800,000	−20.0

CBS

	Revenue	% chg	Operating Profit	% chg.
TV network	$2,276,000,000	+1.6	$226,600,000	−19.1
Owned TV's	$332,000,000	+5.5	$114,000,000	+3.6
Radio	$169,800,000	+13.2	$20,000,000	+11.1
Total broadcast group	$2,777,800,000	+2.4	$360,600,000	−11.7

NBC

	Revenue	% chg	Operating Profit	% chg.
TV network	$2,176,000,000	+9.9	$202,500,000	+92.5
Owned TV's	$364,500,000	+7.2	$127,700,000	+11.0
Radio	$107,000,000	+4.4	$3,000,000	——
Total broadcast group	$2,647,500,000	+11.7	$333,200,000	+53.8

Estimates are BROADCASTING's and are not intended to be actual results. International sales are included in results of CBS and NBC broadcast groups, but not for ABC. Sources used to arrive at estimates include Broadcast Advertisers Reports, the Radio Network Association, Donaldson, Lufkin & Jenrette, Eberstadt Fleming Inc. and Merrill Lynch, Pierce, Fenner & Smith Inc. Revenue is after payment of advertising agency commissions.

Lee Rich joins UA as chairman, CEO

Lorimar co-founder makes move after 17 years with company; says "no falling out" with Lorimar partner, Merv Adelson

Five months after approaching Lee Rich to make the move, Kirk Kerkorian has succeeded in tapping the Lorimar co-founder to become chairman and chief executive officer of United Artists Corp. UA last month was released from its corporate bond with MGM when Turner Broadcasting closed its deal to purchase the latter.

Sources confirmed that Kerkorian had approached Rich last December about joining UA, but Rich declined because the move might have complicated, or even prevented, the closing of Lorimar's merger with Telepictures, which took effect Feb. 18. Kerkorian then picked Jerry Weintraub to head the company but, dissatisfied with his performance, forced Weintraub out several weeks ago.

UA also said last week that executive vice president Anthony Thomopoulos had been named president and chief operating officer and that Sidney Sapsowitz, executive vice president and chief financial officer, had been named senior executive vice president.

Rich was a member of Lorimar-Telepictures' five-man office of the president and is the company's second-largest shareholder with 1.9 million shares (company chairman Merv Adelson is the largest with 3.6 million shares, and the company has a total of 33 million shares outstanding). At the close of trading last Monday, the day of the announcement, the stock was up one-eighth to $26.25, making Rich's stock in Lorimar-Telepictures valued at more than $49.8 million. A Lor-Tel spokeswoman said the company retained the option of buying back those shares from Rich, and would do so over time.

Rich had been responsible for long-term creative program strategy at Lor-Tel and up until a month ago had run the network television production arm of the company. That was taken over by David Salzman, also a member of the office of the president. A spokeswoman said the company had no plans to name someone else to that office in place of Rich.

Rich and Lor-Tel chairman Adelson cofounded Lorimar 17 years ago as a production and syndication company. Rich has overseen such Lorimar television series as *Dallas* and *The Waltons*, as well as theatrical releases "Being There" and "The Postman Always Rings Twice."

In a prepared statement last week, Adelson said, "I in no way want to diminish Lee's contribution, but we have been preparing for the eventuality of Lee's retirement (Rich is 61) for some time and have built a company that can stand on its own, not dependent on any one person. And the business and creative management depth added by Lorimar's recent merger with Telepictures doubly assures that it stays that way."

Reports had been circulating that Rich was unhappy with some business decisions at Lor-Tel that had significantly increased the company's debt and also that he considered the five-member office ot the president unwieldy (Rich was sole president of Lorimar before the merger). Rich denied that he and Adelson had had a falling out, suggesting instead that it was the challenge of building UA into a major force again that led him to take the new job. "There was no falling out," he said. As to what he hopes to accomplish in the near term, Rich said last week: "I'm trying to build a company and UA provides a great opportunity to a lot of things. And I think I can have a lot of fun doing that."

With veteran television production executives Rich and Thomopoulos in senior positions, UA is positioned to move ahead with its previously announced plans to enter original television production. And Rich made clear that film and television production would have equal footing at UA under his guidance. "Any kind of production will be equally important here," he said. ☐

First post-season week goes to CBS

CBS captured the first week of the post season (April 21-27) with a prime time average rating of 14.3 and a share of 24, followed by ABC with a 12.9/22 while season winner NBC placed third with 12.3/21. It was CBS's second straight weekly win, in a week dominated by reruns (36½ hours). A year ago, NBC won the week with a 14.2/24. ABC was second with a 13.0/22. CBS was third with a 12.8/22. HUT levels remained the same, at 59%.

Cosby and ***Family Ties*** continued their winning ways even with repeat episodes, finishing first and second, respectively, as they did in the regular season. ***Resting Place***, a Hallmark Hall of Fame special, was third, while ***60 Minutes*** finished fourth, as it did in the regular season. ***Murder, She Wrote***, which finished third in the regular season, rounded out the top five.

ABC's second-season comedy, ***Perfect Strangers***, continued to do well, ranking ninth with an original episode that scored a 20/31. Original episodes of two other new ABC comedies, ***Mr. Sunshine*** and ***Joe Bash***, didn't fare as well. ***Sunshine***, airing at 9 p.m. Friday, ranked 56th with a 9.4/17. ***Joe Bash*** followed with a 6.5/12, ranking 61st. A special on ABC on Tuesday, a General Foods Showcase presentation, ***Alex: Life of Child***, placed sixth for the week with a 21.7/36.

An original episode of ***Mike Hammer*** (Tuesday 9-10 p.m.) on CBS placed 42d with an 11.1/17. ***Fast Times***, a CBS second-season replacement on Wednesday at 8 p.m., scored a 10.6/18. It was followed by ***Tough Cookies***, another new comedy, which averaged a 9.6/15, ranking 55th (also with an original episode). Two CBS premieres performed moderately well, both scoring in the top 30 for the week—***Bridges to Cross*** on Thursday at 10 scored a 14.5/26 (18th), while ***Leo & Liz*** on Friday from 8:30 to 9 p.m. scored a 12.6/23 (30th).

In the evening news race, the ***NBC Nightly News*** tightened the gap again, tying the ***CBS Evening News*** with a 23 share, although CBS was 0.3 of a point higher in rating with a 12.0. ABC's ***World News Tonight*** averaged an 11.1/21.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	27.7/46
2.	Family Ties	NBC	26.7/43
3.	Resting Place	CBS	22.3/36
4.	60 Minutes	CBS	22.0/43
5.	Murder, She Wrote	CBS	21.8/37
6.	Alex: Life of a Child	ABC	21.7/36
7.	Cheers	NBC	21.3/33
8.	Who's the Boss	ABC	21.1/34
9.	Perfect Strangers	ABC	20.0/31
10.	Golden Girls	NBC	18.5/33
11.	Moonlighting	ABC	17.8/28
12.	Highway to Heaven	NBC	17.5/29
13.	He's Not Your Son	CBS	17.3/32
14.	Night Court	NBC	17.0/27
15.	Facts of Life	NBC	16.5/31
16.	Spenser: For Hire	ABC	16.3/28
17.	Gimme a Break	NBC	15.1/29
18.	*Bridges to Cross	CBS	14.5/26
19.	Miami Vice	NBC	14.1/26
20.	20/20	ABC	13.7/25
21.	MacGyver	ABC	13.7/23
22.	Blacke's Magic	NBC	13.7/22
23.	Cagney & Lacey	CBS	13.6/23
24.	Magnum, P.I.	CBS	13.4/25
25.	The Cartier Affair	NBC	13.1/21
26.	Simon & Simon	CBS	12.9/21
27.	Equalizer	CBS	12.8/24
28.	Something About Amelia	ABC	12.8/20
29.	Honkytonk Man	ABC	12.7/21
30.	*Leo & Liz in Bev. Hills	CBS	12.6/23
31.	Hill Street Blues	NBC	12.5/22
32.	Kate & Allie	CBS	12.5/18
33.	Webster	ABC	12.4/23
34.	A Team	NBC	12.2/19
35.	Mr. Belvedere	ABC	12.1/22
36.	Hunter	NBC	12.1/19
37.	Crazy Like a Fox	CBS	11.7/22
38.	Newhart	CBS	11.5/16
39.	Robin Hood	ABC	11.4/21
40.	Scarecrow & Mrs. King	CBS	11.4/17
41.	Invitation to Hell	ABC	11.1/18
42.	Mike Hammer	CBS	11.1/17
43.	Fast Times	CBS	10.6/18
44.	Hardcastle & McCormick	ABC	10.6/15
45.	Seduction of Gina	CBS	10.3/17
46.	Missing	NBC	10.1/17
47.	Alfred Hitchcock Presents	NBC	10.1/17
48.	Charlie & Co.	CBS	10.0/19
49.	Last Precinct	NBC	10.0/18
50.	NBC White Paper	NBC	9.6/18
51.	Salute to Billy Wilder	NBC	9.6/18
52.	Love Boat	ABC	9.6/18
53.	Wide World of Sports Special	ABC	9.6/18
54.	Amazing Stories	NBC	9.6/17
55.	Tough Cookies	CBS	9.6/15
56.	Mr. Sunshine	ABC	9.4/17
57.	Morningstar/Eveningstar	CBS	9.2/15
58.	TV Bloopers & Prac. Jokes	NBC	9.1/13
59.	TV Academy Hall of Fame	NBC	7.8/12
60.	Handsome Harry's	NBC	7.2/13
61.	Joe Bash	ABC	6.5/12
62.	Fathers and Sons	NBC	5.9/11
63.	Punky Brewster	NBC	5.3/11
64.	Fall Guy	ABC	5.1/10

*indicates premiere episode

thority Corp. to Hawkeye Broadcasting Ltd. Partnership for $45,000. Seller is owned by William B. Newbrough, who also owns KBTV(TV) Des Moines, Iowa, and has interest in KRNA(FM) Iowa City, Iowa. Buyer is owned by Walter R. Brewster and his mother, Dorothy. It also owns LPTV's in Iowa City and Williamsport, Pa. Filed April 17.

■ KQWK(FM) Pittsburg, Kan. (96.9 mhz; 100 kw; HAAT: 470 ft.)—Seeks assignment of license from Heartland Broadcasting Inc. to American Media Investments Inc. for $663,990.05, comprising $100,000 cash and remainder note. Seller is principally owned by Timothy O. Menowsky, who also has interest in colocated KNZS(AM). Buyer, owned by Robert D. Freeman, Frank L. Carney and O. Gene Bicknell, also owns KKOW(AM) Pittsburg, Kan. Filed April 17.

■ WKMI(AM) Kalamazoo, Mich. (1360 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Steere Broadcasting Corp. to Hicks Broadcasting Corp. for $850,000, plus $150,000 noncompete agreement. Seller is owned by David Steere, who has no other broadcast interests. Buyer is owned by David L. Hicks, who also owns WKNR(AM)-WKFR(FM) Battle Creek, Mich. He has also filed petition for waiver of 18 months to dispose of WKNR(AM). Filed April 18.

■ KGRZ(AM)-KDXT(FM) Missoula, Mont. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 93.3 mhz; 43 kw; HAAT: 2,440 ft.)—Seeks assignment of license from Windpoint 1970 Holding Co. to Sunbrook Missoula Radio Corp. for $800,000. Seller is owned by Samuel C. Johnson. It has interest in KUDY(AM)-KICN(FM) Spokane, Wash., and KRAM(AM)-KKLZ(FM) Las Vegas. It also has interest in WLNS-TV Lansing, Mich.; WKBT-TV La Crosse, Wis., and WDKY-TV Lexington, Ky. Johnson also owns Racine, Wis.-based manufacturer, S.C. Johnson & Son Inc., makers of Johnson Wax and other products. Buyer is equally owned by Larry Roberts, Alan Cooper and his brother, Edward. It also owns KCSJ(AM)-KUSN(FM) Pueblo, Colo., and KXTL(AM)-KQUY(FM) Butte, Mont. Filed April 21.

■ KBCQ(AM)-KCKN(FM) Roswell, N.M. (1020 khz; 50 kw-U; FM: 97.1 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from National Capital Christian Broadcasting Inc. to Ardman Broadcasting Corp. for $600,000. Seller recently exchanged WLTT(TV) Richmond, Va., for this station from Sudbrink Broadcasting (BROADCASTING, Feb. 10). It also owns WTTK(TV), Manassas, Va. Buyer is principally owned by Myer Feldman, who has interest in WLLH(AM)-WSSH(FM) Lowell, Mass. Filed April 17.

■ KRSY(AM) Roswell, N.M. (1230 mhz; 1 kw-D; 250 w-N)—Seeks assignment of license from Enchantment Broadcasting Corp. to Ray Moran for assumption of liabilities. Seller is owned by Jim C. Moore, who has no other broadcast interests. Buyer owns KJTV(TV) Lubbock, Tex. Filed April 18.

■ WBZA(AM) Glens Falls and WNIQ-FM Hudson Falls, New York (1230 khz; 1 kw-D; 250 w-N; FM: 107.1 mhz; 3 kw; HAAT: 844 ft.)—Seeks assignment of license from Pathfinder Communications Corp. to Northway Broadcasting Inc. for $800,000. Seller is owned by Dennis H. Curley. It also owns new FM in Caribou, Me. Buyer is equally owned by William C. Burtis, David G. Mitchell, Joseph A. Reilly, Donald F. Snyder and E. Mark Vieira. Reilly has interest in WIZR(AM)-WSRD(FM) Johnston, N.Y. Mitchell is general manager of WINR(AM) Binghamton, N.Y. Snyder is general manager of WBNG-TV Binghamton, N.Y. Filed April 22.

■ WDGE(FM) Saranac Lake, N.Y. (101.7 mhz)—Seeks assignment of construction permit from DGR Communications Inc. to WNBZ Inc. for assumption of liabilities. Seller is owned by David J. Doherty, Arthur I. Rose and David C. Garner. It also owns WSCM(AM)-WITU(FM) Cableskill, N.Y. Buyer is principally owned by James Rogers and his wife, Cornelia. It owns WNBZ(AM) Saranac Lake, N.Y. Filed April 18.

■ WTAB(AM)-WKSM(FM) Tabor City, N.C. (AM: 1370 khz; 5 kw-D; FM: 104.9 mhz; 3 kw; HAAT: 425 ft.)—Seeks assignment of license from Prorad Communications Inc. to Great American Media Inc. for $575,000, comprising $250,000 cash, $250,000 assumption of liability and remainder note. Seller is owned by Robert M. Binkley. It has no other broadcast interests. Buyer is owned by Donald W. Curtis, Thomas H. Campbell and J.D. Longfellow. It also owns WDUR(AM)-WFXC(FM) Durham and WTHP(FM) Thomasville, WIAM(AM)-WSEC(FM) Williamston, WMBL(AM)-WMBJ-FM Morehead City, all North Carolina. Filed April 23.

■ KEBC(FM) Oklahoma City, Okla. (94.7 mhz; 100 kw HAAT: 440 ft.)—Seeks assignment of license from Electronic Broadcasting Co. to Van Wagner Broadcasting OKC Inc. for $4 million. Seller is owned by Ralph Tyler. It has no other broadcast interests. Buyer is owned by Jason Perline. It also owns WXCM(AM)-WIBM-FM Jackson, Mich. Filed April 17.

■ WCAM(AM) Camden, S.C. (1590 khz; 1 kw-D)—Seeks assignment of license from Wateree Broadcasting Inc. to Kershaw Broadcasting for $75,000, comprising $5,000 cash and remainder note at 9.5% over one year. Seller is owned by John Parker, who has no other broadcast interests. Buyer is owned by Gary M. Davidson, his brother, John, and three others. Gary Davidson owns WDKD(AM)-WWKT-FM Kingstree, S.C., and WPUB-AM-FM Camden, both South Carolina, and WMVG(AM)-WKZR(FM) Milledgeville, and WLOP(AM)-WIFO(FM) Jesup, both Georgia, and has interest in five cable systems in South Carolina. Filed April 18.

■ WPJK(AM) [formerly WBLO(AM)] Orangeburg, S.C. (1580 khz; 1 kw-d)—Seeks assignment of license from Radio Orangeburg Inc. to Bose Gowdy for $65,000. Seller is owned by H. Edward Crapps, who also owns WBLR-AM-FM Batesburg, N.C. Buyer has no other broadcast interests. Filed April 22.

■ WMCC(TV) Marion, Tenn. (CP)—Seeks assignment of license from Mississinewa Communications Corp. to Gerald J. Robinson for $52,168. Seller is owned by Rodney Funk, who has no other broadcast interests. Buyer also owns WYZZ-TV Bloomington, Ill., and WSMH-TV Flint, Mich. Filed April 17.

■ WOQB(TV) Parkersburg, W. Va. (ch. 39; ERP vis. 691.8 kw, aur. 69.2 kw; HAAT: 620 ft.; ant. height above ground: 448 ft.)—Seeks assignment of license from Parkersburg Family Television Inc. to Cato Communications Inc. for $65,000. Seller is owned by Cora N. Price. It has no other broadcast interests. Buyer is owned by Patrick J. Farrell, J. Paul Henderson and W.T. Anderson. It has no other broadcast interests. Filed April 23.

New Stations

AM

■ Wasco, Calif.—Wasco Broadcasting seeks 1050 khz; 250 w-D. Address: 9151 Cerritos #5, Anaheim, Calif. 92804. Principal is owned by Hildburg L. Charles, who is also app. for new FM in Kerman, Calif. Filed April 17.

FM's

■ Quartzsite, Ariz.—Buck Burdette seeks 94.3 mhz; 3 kw; HAAT: 299 ft. Address: 16031 Camel Dr., Box 1, 85346. Principal has no other broadcast interests. Filed April 10.

■ Byron, Ga.—Augusta Radio Fellowship Institute Inc. seeks 90.5 mhz; 100 kw; HAAT: 551 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed April 22.

■ Wallace, Ind.—John W. Kendrick seeks 98.7 mhz; 760 w; HAAT: 551 ft. Address: 906 McKinley Ave., Kellogg, Idaho 83837. Principal has no other broadcast interests. Filed April 22.

■ Salisbury, Md.—Salisbury Educational Broadcasting Foundation seeks 90.3 mhz; 378 w; HAAT: 180 ft. Address: P.O. Box 186, 21801. Principal is nonprofit corporation headed by George A. Copeland. It has no other broadcast interests. Filed April 21.

■ Ely, Minn.—Tamara Klindorth seeks 92.1 mhz; 3 kw; HAAT: 294 ft. Address: 5724 Goodrich Ave., St. Louis Park, Minn. 55416. Principal has interest in cable system serving Silver Bay, Minn., and LPTV K21AK Morris, Minn. Filed April 15.

■ Holly Springs, Miss.—Rust College seeks 88.1 mhz; 3 kw; HAAT: 328 ft. Address: 150 Rust Ave., 38635. Principal is educational institution headed by Dr. W.A. McMillan, president. Filed April 17.

■ Corning, N.Y.—Crystal City Broadcasters seeks 98.7 mhz; 680 w; HAAT: 682.7 ft. Address: 321 Jerome St., Painted Post, N.Y. 14870. Principal is owned by Patricia A. Stull and her husband, Norman. It has no other broadcast interests. Filed April 14.

■ Corning, N.Y.—Christian Hope Center seeks 98.7 mhz; 760 w; HAAT: 619 ft. Address: 428 Watauga Ave., Box 133, 14830. Principal is nonprofit corporation headed by Harry R. Jackson. It has no other broadcast interests. Filed April 14.

■ Corning, N.Y.—WCBA Radio Inc. seeks 98.7 mhz; 2 kw; HAAT: 65 ft. Address: Box 1047, 14830. Principal is owned by Dean Slack. It also owns colocated WCBA(AM). Filed April 8.

■ Lost Cabin, N.Y.—Roy L. Bliss seeks 99.1 mhz; 100 kw; HAAT: 1,300 ft. Address: 3623 E 47th Place, Tulsa, Okla. 74135. Principal is TKTK of United Video, Tulsa-based satellite resale carrier and cable programer. Filed April 16.

■ Newburgh, N.Y.—Sound of Life Inc. seeks 90.1 mhz; 9.66 kw; HAAT: 715 ft. Address: Box 380A, Lake Rd., Kingston, N.Y. 12401. Principal is nonprofit corporation headed by Bruce Winchell, president. Filed April 18.

■ Delaware Township, N.J.—Penn-Jersey Educational Radio Corp. seeks 89.7 mhz; 500 w; 173.8 ft. Address: Rd. 3, Box 750, Stockton, N.J. Principal is nonprofit corporation headed by Frank W. Napurano. It has no other broadcast interests. Filed April 18.

■ Harrogate, Tenn.—Harrogae Broadcast Group Inc. seeks 98.7 mhz; 760 w; HAAT: 619 ft. Address: Rt. 1, Box 106, 37752. Principal is owned by Orville Bailey, his wife, Elizabeth, and Beulah Pursiful and her husband, Warren. Bailey is sales manager and Pursiful is owner of WFXY(AM) Middlesboro, Tenn. Filed April 23.

TV's

■ Bunnell, Fla.—Pollack Broadcasting Co. seeks ch. 58; ERP vis. 2,000 kw, aur. 200 kw; HAAT: 509 ft.; ant. height above ground: 519 ft. Address: 509 S. Walnut St., Osceola, Ark. 72370. Principal is owned by Sydney Pollack and family. It also owns KOSE(AM)-KHFO(FM) Osceola, Ark., and WDXR(AM) Paducah, Ky. Filed April 21.

■ Bunnell, Fla.—Press Broadcasting Co. seeks ch. 58; ERP vis. 851 kw, aur. 85.1 kw; HAAT: 403 ft.; ant. height above ground: 426 ft. Address: Press Plaza-605 Mattison Ave., Asbury Park, N.J. 07713. Principal is owned by Jules Plangere and Donald Lass. It publishes daily *Asbury Park Press* and owns WJLK-AM-FM Asbury Park, WSJT(TV) Vineland, both New Jersey, and WMOD-TV Melbourne, Fla. Filed April 22.

■ Bunnell, Fla.—Bunnell Communications Inc. seeks ch. 58; ERP vis. 4,624 kw, aur. 462 kw; HAAT: 1,613 ft.; ant. height above ground: 1,621 ft. Address: Rt. 2, Box 32, Groveland, Fla. 32736. Principal is owned by Arthur T. Lowery and five others. It has no other broadcast interests. Filed April 22.

■ Bunnell, Fla.—Glenda McLeod seeks ch. 58; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 493 ft.; ant. height above ground: 480 ft. Address: 130 Gren Park Dr., Mobile, Ala. 36608. Principal has no other broadcast interests. Filed April 22.

■ Bunnell, Fla.—Bunnell Television Co. seeks ch. 58; ERP vis. 840 kw, aur. 84 kw; HAAT: 626 ft.; ant. height above ground: 622 ft. Address: 501 S. Moore St., 32010. Principal is owned by Annie L. Johnson and Wendell A.

Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,321	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 12

ATTITUDE MAKES BLAIR NUMBER ONE.
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TOP 100 COMPANIES IN ELECTRONIC COMMUNICATIONS

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Vol. 110 No. 19

Broadcasting May 12

A look at the top 100 companies
CBS-TV unveils fall schedule
Must carry momentum slows

ON THE CALENDAR ☐ Still no schedule for FCC action on must-carry compromise. **PAGE 39.**

STRONG NUMBERS ☐ Network radio reporting double-digit sales increases in second quarter. **PAGE 40.**

NEW SLATE ☐ CBS-TV announces its fall prime time schedule, with five hours of new programing and substantial reworking of the 8 o'clock hour. **PAGE 41.**

PLAYING HARDBALL ☐ Battle continues over John Blair & Co. as company questions Macfadden's character qualifications and whether bid is adequate. **PAGE 42.**

AWARD WINNERS ☐ Public broadcasting offerings lead the list of Peabody winners. **PAGE 44.**

CLOSING ARGUMENTS ☐ Final advisory report on FCC proposal for UHF spectrum to be shared by land-mobile interests arrives at FCC. **PAGE 45.**

RIVERS SHOW ☐ Fox Broadcasting Co. announces late-night talk show to be hosted by Joan Rivers, set to debut in fall. One night's worth of programing destined for independent stations to debut by next March. **PAGE 48.**

BUSINESS DAY ☐ Buena Vista Television, renamed Disney syndication group, plans early morning business program, *Business Day*, for fall debut. **PAGE 53.**

GETTING INTO THE ACT ☐ Action for Children's Television bestows its annual awards. **PAGE 57.**

TOP 100 ☐ BROADCASTING's annual rundown of the top 100 companies in the Fifth Estate finds General Electric the revenue leader and ABC topping the electronic communications index. **PAGE 60.**

SELF-EXAMINATION ☐ CBS/Broadcast Group sets up committee to evaluate departments in order to streamline operation. **PAGE 66.**

INTERVIEW SUBJECT ☐ NBC News's interview of terrorist from undisclosed location draws fire from administration. **PAGE 73.**

UNDER FIRE ☐ CIA chief asks Justice to investigate prosecution of news organizations that published sensitive material. **PAGE 74.**

ON CAMERA ☐ Brookings study finds that committee assignments and power level determine how often senators will appear in major newspapers and on the networks. **PAGE 75.**

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SATISFACTORY GRADE ☐ U.S. delegation comes away pleased from AM band conference in Geneva. **PAGE 82.**

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ecutives, including Diller and Kellner, the most likely scenario is that FBC will roll out a three-hour (7-10 p.m. NYT) program block March 1 or March 8, 1987, with a two-hour (8-10 p.m.) slate premiering March 7 or shortly thereafter. Initial offerings are likely to be situation comedies, youth-oriented action dramas and movies. The services will expand to other nights over time, perhaps not extending to all seven nights until 1990 or even later. The 10-11 p.m. time period is being left for locally originated programing, consisting in most cases of news. In the long term, FBC anticipates producing and distributing its own news and sports programing, but not for at least two or three years.

The network program production division of Fox Inc. will be considered on the same basis as other outside program suppliers, according to Keven Wendell, FBC vice president of prime time programing. He also said there are no plans to include any of Fox's new syndicated first-run programs in the lineup. (Those include the revived sitcom *9 to 5*, a game show entitled *Banko* and a weekly live beauty contest.)

"The best opportunities [for FBC] are on Saturday and Sunday nights," Wendell told BROADCASTING. "We would start with five hours there, then move on to 8-10 p.m. weeknights. If we were to be phenomenally successful there and stations were to beg us to go on to 11 o'clock we would probably go on. But that's not the plan." Referring to *The Late Show*, he said a delayed feed at 11:30 p.m. is being planned for stations unable to air the Rivers show live.

Wendell said Murdoch has had a hand in decision-making at FBC. "He has met with all of us more than twice. He has been very involved in terms of letting us know his philosophy...but he is not steering us in any way." Asked about that programing philosophy, Diller said Murdoch is seeking to provide a family-oriented schedule in prime time. An effort will be made to downplay gratuitous violence, he said, particularly in the 8-9 p.m. hour.

Kellner said his service is offering an affiliate compensation package similar to that of ABC, CBS and NBC, although FBC affiliates will be given somewhat more advertising time to sell and will be compensated more for carrying FBC shows. Cost-per-thousand advertising rates will be "slightly below" those of ABC, CBS and NBC, said Kellner, and "slightly above" those of major syndicated shows. He said two major (and unnamed) advertisers have already approached the program service with an up-front proposal and that sales will begin immediately for *The Late Show*.

"We're going to make nice with our affiliates," said Kellner. Kellner suggested the three networks have developed complacent attitudes toward their affiliates and said Fox will offer its stations participation opportunities in merchandising and other promotional

NBC returns to winning form

After two consecutive weekly wins by CBS, NBC was back on top in the prime time ratings race for the week ending May 4, the second week out of the "official" season. NBC averaged a 15.4 rating and a 26 share for the week, followed by CBS, which averaged a 14.0/23. ABC was third with a 13.2/22. The HUT level was up almost a full point over a year ago, jumping from 59.1 to 59.8.

The higher HUT levels and a busy news week (the Russian nuclear power plant accident at Chernobyl and the summit meeting in Tokyo) pushed viewing to the network evening newscasts up. CBS hung on to its ratings lead, although NBC tied (for the fifth time in the last two-and-a-half months) in share. CBS had 12.3/24, up 9% from a year ago, NBC averaged an 11.9/24, up 25%, and ABC had a 10.3/20, up 11%.

In the prime time race, CBS took the nights when it was strongest during the season, Monday, Friday and Sunday, as did NBC, Thursday and Saturday, and ABC, Tuesday and Wednesday.

A *Cosby* repeat was the first-ranked program of the week, followed, in order, by original episodes of *Family Ties, Cheers, 60 Minutes* and *Golden Girls*. Part I of the ABC mini-series, *North and South, Book II*, dominated its 9-11 p.m. time slot on Sunday (May 4), with an average 19.8/30, beating part one of a special two-part NBC made-for, *Deliberate Stranger*, which averaged an 18.6/28, and the *CBS Sunday Night Movie: Vanishing Act*, which scored an 18.3/27. However, strong performances by *60 Minutes* and a repeat showing of *Murder, She Wrote* gave CBS the night.

On subsequent nights last week, *North and South* maintained a strong performance, averaging a 20.1/30 on Monday for part II, compared to an average 13.1/19 for the two hours of regular series programing on CBS and a 21.7.32 for the conclusion of *Deliberate Stranger* on NBC. Part III on Tuesday averaged a 21.6/36, handily beating original episodes of *Hunter* and *Stingray* on NBC and a mix of repeat and original shows on CBS. The last three epsiodes of *N & S Book II* were to have aired May 7, 8 and 11.

Meanwhile, CBS's new one-hour drama, *Morningstar/Eveningstar*, airing on Tuesday from 8 to 9 p.m., continued to fare poorly, placing third behind ABC's *Who's the Boss* and *Perfect Strangers*, and NBC's *A-Team*. It finished 60th out of 71 programs overall, with a 9.3/16. Another new CBS drama, *Bridges to Cross*, seen on Thursday at 9 p.m., had modest ratings May 1, placing third against ABC's *Dynasty II: The Colbys* and *Cheers* and *Night Court* on NBC.

ABC aired its new comedy, *Mr. Sunshine*, on two nights. On Friday, it placed third at 9 p.m. with a 6.9/12 against the first half-hour of original episodes of *Dallas* (18.5/32) on CBS and the first half-hour of *The Last Precinct* (11.6/20) on NBC. On Saturday at 8 p.m., *Sunshine* also placed third, with a 6.8/14 against the first half-hour of an original episode of *Crazy Like a Fox* (10.4/21) on CBS and an original episode of *Gimme a Break* (12.8/26) on NBC. Another new ABC comedy, *Joe Bash*, placed a distant third on Friday at 9:30 p.m. following *Sunshine*, averaging a 7.0/12, which made it the 66th ranked show for the week.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	29.5/49
2.	Family Ties	NBC	28.5/46
3.	Cheers	NBC	23.0/37
4.	60 Minutes	CBS	22.3/42
5.	Golden Girls	NBC	21.7/39
6.	Night Court	NBC	21.7/33
7.	Murder, She Wrote	CBS	20.9/35
8.	Kate & Allie	CBS	20.8/33
9.	Newhart	CBS	20.5/32
10.	North & South, Book II, pt. 1	ABC	19.8/30
11.	Dallas	CBS	19.7/34
12.	Dynasty	ABC	19.5/31
13.	Miami Vice	NBC	19.2/33
14.	Highway to Heaven	NBC	19.1/32
15.	Moonlighting	ABC	19.1/30
16.	Hotel	ABC	18.9/31
17.	Knots Landing	CBS	18.6/30
18.	Deliberate Stranger, pt. 1	NBC	18.6/28
19.	Perfect Strangers	ABC	18.5/31
20.	Who's the Boss	ABC	18.3/33
21.	Vanishing Act	CBS	18.3/27
22.	227	NBC	17.9/32
23.	Falcon Crest	CBS	16.9/29
24.	Blacke's Magic	NBC	16.4/28
25.	Valerie	NBC	15.9/27
26.	20/20	ABC	15.9/26
27.	Cagney & Lacey	CBS	15.7/26
28.	Facts of Life	NBC	15.3/30
29.	Remington Steele	NBC	14.7/27
30.	You Again	NBC	14.7/26
31.	Dynasty II: The Colbys	ABC	14.1/22
32.	Hill Street Blues	NBC	13.7/22
33.	Hunter	NBC	13.7/22
34.	MacGyver	ABC	13.3/22
35.	Mr. Belvedere	ABC	13.2/24
36.	Stingray	NBC	13.2/23
37.	Webster	ABC	13.1/24
38.	Spenser: For Hire	ABC	13.0/22
39.	St. Elsewhere	NBC	13.0/21
40.	Scarecrow & Mrs. King	CBS	12.9/22
41.	Gimme a Break	NBC	12.8/26
42.	Alfred Hitchcock Presents	NBC	12.6/20
43.	An Early Frost	NBC	12.4/20
44.	Equalizer	CBS	12.2/21
45.	A Team	NBC	12.2/21
46.	Texas' 150th Anniversary	ABC	11.7/19
47.	Simon & Simon	CBS	11.6/19
48.	Amazing Stories	NBC	11.4/20
49.	Bridges to Cross	CBS	11.4/17
50.	Knight Rider	NBC	11.3/21
51.	Last Precinct	NBC	11.2/19
52.	Love Boat	ABC	11.1/20
53.	Crazy Like a Fox	CBS	11.0/22
54.	Love Leads the Way	ABC	11.0/19
55.	Tuesday's Child	CBS	10.9/17
56.	Hardcastle & McCormick	ABC	10.8/19
57.	Mike Hammer	CBS	10.3/16
58.	Magnum, P.I.	CBS	10.1/18
59.	Leo & Liz in Bev. Hills	CBS	9.3/17
60.	Morningstar/Eveningstar	CBS	9.3/16
61.	Mr. Sunshine	ABC	9.2/16
62.	Charlie & Co.	CBS	9.1/17
63.	Airwolf	CBS	9.1/16
64.	West 57th	CBS	8.0/13
65.	Fathers and Sons	NBC	7.0/13
66.	Joe Bash	ABC	7.0/12
67.	Mr. Sunshine	ABC	6.8/14
68.	Benson	ABC	6.8/13
69.	Silver Spoons	NBC	6.7/13
70.	Fall Guy	ABC	6.5/11
71.	Ripley's Believe It or Not	ABC	6.2/10

*indicates premiere episode

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ Allied-Signal □ American Express □ American Family □ Anixter Brothers □ Arvin Industries □ Avnet □ BBDO □ A.H. Belo □ John Blair □ Burnup & Sims □ Cablevision □ Capital Cities □ CBS □ Centel □ Century □ Chris-Craft □ Coca-Cola □ Comcast □ Comsat □ Conrac □ Control Data □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Foote Cone & Belding □ Gannett □ GenCorp □ General Cinema □ General Electric □ General Instrument □ Grey Advertising □ Gulf + Western □ Harris □ Heritage □ Insilco □ Interpublic Group □ Jefferson-Pilot □ Josephson International □ JWT Group □ King World □ Knight-Ridder □ Lee Enterprises □ Liberty □ LIN □ Lorimar □ Maclean Hunter □ M/A-Com □ Malrite □ MCA □ McGraw-Hill □ Media General □ Meredith □ MGM/UA □ 3M □ Motorola □ Multimedia □ New World Pictures □ New York Times □ North American Philips □ Oak Industries □ Ogilvy Group □ Orion Pictures □ Park Communications □ Playboy Enterprises □ RCA □ Reeves Communications □ Rogers Cablesystems □ Rollins Communications □ Saatchi & Saatchi □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Sony □ Stauffer Communications □ Storer □ Taft □ Tektronix □ Tele-Communications Inc. □ Telepictures □ Time Inc. □ Times Mirror □ Tribune Broadcasting □ Tri-Star Pictures □ Turner Broadcasting □ United Artists □ United Cable Television □ United Television □ Varian □ Viacom □ Warner Communications □ Washington Post □ Western Union □ Westinghouse □ Wrather □ Zenith

1985 an off year for Fifth Estate companies

BROADCASTING's annual ranking of Top 100 public companies in electronic communications shows many in the red or with earnings lower than in 1984; GE heads revenue list again while ABC is leader on Electronic Communications Index with $2.85 billion

You wouldn't know it from looking at the stock market, but 1985 was not the best year for the Fifth Estate. Close to half of BROADCASTING's Top 100 publicly traded companies involved in electronic communications either lost money or showed lower net earnings compared to 1984. Not surprisingly, many with problems were on the manufacturing side, where foreign competition and reduced demand hurt profit margins. Large restructuring write-offs were taken in the hope of a more profitable future. The more prominent cases were Allied-Signal Corp.'s $703 million restructuring and Control Data's $275 million charge.

Not all of the earnings drop reflected on the broadcasting, cable or related industries. Net income in 1985 was affected by everything from lower interest rates affecting company pension plans (a positive impact), to the write down of inventories (negative), to a drop in newsprint prices for those media companies with publishing or forest products divisions (both positive and negative).

Combined net profits for the Top 100 were down an uncomfortable 13%, to $9.1 billion in 1985, compared to $10.5 billion in 1984, which was a 20% improvement over 1983. The decline was greater than that registered by broader profit indices such as the *Forbes* 500 index, down 5%, or the *Business Week* 1,000, down 10%. On the revenue side, the Top 100's total gain of 4% was ahead of the *Forbes* gain of 1.7%, and closely behind the *Business Week* growth of 5% and the 5.7% gain registered by the Gross National Product.

Manufacturers were not the only one's unable to bring a profit to the bottom line, as MSO's such as Rogers Cablesystems and Cablevision Systems reported losses.

BROADCASTING's Top 100 comprise publicly traded networks, group owners and MSO's in addition to companies providing programing, advertising, ratings and syndication services as well as equipment manufacturers, post-production firms and other services. The list includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite, multipoint distribution service, teletext, videotex and low-power television.

The companies are ranked by total revenue. Most companies' figures are based on their fiscal-year reports. When a company's fiscal year does not approximate the calendar year, four-quarter totals most closely approximate the calendar year. Earnings figures are based on continuing operations, after extraordinary items. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) percentage (the percentage of total revenue contributed by a company's communications divisions) and rank. Whenever possible it is calculated using information provided by the company. In cases where the company does not make that distinction, the ECI is based on estimates by securities analysts or BROADCASTING.

Leading this year's revenue list once again was General Electric, with $28.3 billion, followed by American Express with $11.85 billion, Rockwell International with $11.76 billion, Westinghouse with $10.7 billion, Eastman Kodak with $10.6 billion, Allied-Signal with $9.1 billion, RCA with $9 billion, Coca-Cola with $7.9 billion, 3M with $7.85 billion and Sony Corp. with $6.8 billion.

The ranking of the top-25 companies changed little. Elsewhere, MCA moved up from 28th on last year's list to 23d, and Centel jumped from 42d to 32d. On the downside, divestitures pushed Oak Industries from 60th on last year's list to 71st, John Blair & Co. from 40th to 49th, while Reeves Communications' decision to sell its direct marketing operations and concentrate on television production dropped it from 70th place to 96th. In 1985, 17 companies on the list recorded reduced revenue, a dozen more than in 1984, but equal to the number in 1983.

American Broadcasting Companies, despite weakness in its television network, still led all companies in ECI revenue with $2.85 billion. ABC was followed by CBS with $2.8 billion, RCA with $2.6 billion, Time Inc. with $1.4 billion, Westinghouse with $1.1 billion, Storer with $592 million, Tele-Communications Inc. with $577 million, MCA with $524 million, Interpublic Group with $484 million and Harris Corp. with $456 million.

Most of the revenue leaders in 1985 were able to transfer their sales success to the earnings column. Leading that list, once again, was General Electric with $2.3 billion, followed by American Express with $810 million, Coca-Cola with $722 million, 3M with $664 million, Westinghouse with $605 million, Rockwell International with $581 million, Sony with $344 million, Eastman Kodak with $332 million and Dun & Bradstreet with $295 million.

Several companies, primarily owners of broadcast, cable and other media properties, repeated as holders of the 10 highest profit margins. Scripps Howard was first with a 22% margin, followed by LIN Broadcasting with 20%, United Television with 16%, Lee Enterprises with 14%, Capital Cities with 13.9%, Park Communications with 13.4%, Dow Jones & Co. with 13.3%, Jefferson-Pilot with 12.6% and Comcast with 12.4% and King World with 12.1

The year-long succession of mergers, sales and rapid growth should change the look of next year's list dramatically. Ten companies listed separately on this year's list will become five corporate entities next year: Capital Cities/ABC Inc., General Electric (buying RCA), Lorimar-Telepictures, Turner Broadcasting Systems (buying MGM) and a still-unamed corporate entity combining ad agencies BBDO, Doyle Dane Bernbach and privately held Needham Harper & Steers. The same merger, acquisition and divestiture news also saw Schering-Plough sell its radio station and Cox Communications go private, removing them from contention for the Top 100.

Despite the mergers and divestitures, the revenue cutoff for the Top 100 this year has risen from 1984 when Gray Communications reported $40 million to Century Communications' $55 million in 1985. Moving onto the list in 1985 were two companies with strong revenue growth: New World Pictures (94), whose revenue increased 158% to $107 million, and King World Productions (98), which recorded a 179% jump in sales to $81 million. Other companies showing large revenue increases included Saatchi & Saatchi (57 and new to the Top 100 this year) with a 114% increase; Tri-Star Pictures (72), up tk%; Telepictures Corp. (85), up 45%, and Viacom (59), up 38%.

Also new to the list this year are Playboy Enterprises (79) and Cablevision Systems (87), which recently had an initial public stock offering.

Companies falling just below the Top 100 cutoff include King World with 81.3 million, Century Communications with $55 million, TCA Cable TV with $43.6 million, Gray Communications with $43.4 million and Price Communications with $37.2 million.

The Top 100 chart appears on pages 62-65.

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000) 1985	Revenues (000) 1984	% change
1.	General Electric	$28,290,000	$27,947,000	1
2.	American Express	11,849,000	9,642,000	23
3.	Westinghouse	10,700,200	10,264,500	4
4.	Eastman Kodak	10,631,000	10,600,000	0
5.	Allied-Signal	9,115,000	9,462,000	−4
6.	RCA	8,972,100	8,671,200	3
7.	Coca-Cola	7,903,904	7,151,826	11
8.	3M	7,846,000	7,705,000	2
9.	Sony Corp.	6,788,476	5,149,167	32
10.	Motorola	5,443,000	5,534,000	−2
11.	CBS	4,755,600	4,640,100	2
12.	North American Philips	4,395,200	4,325,900	2
13.	Control Data	3,680,000	3,690,000	−0
14.	Time Inc.	3,403,554	3,067,353	11
15.	ABC	3,298,475	3,707,713	−11
16.	Gulf + Western	3,090,000	2,666,600	16
17.	GenCorp	3,020,748	2,797,708	8
18.	Times Mirror	2,959,418	2,804,829	6
19.	Dun & Bradstreet	2,771,669	2,397,333	16
20.	Harris Corp.	2,281,220	1,995,802	14
21.	Warner Communications	2,234,891	2,023,513	10
22.	Gannett Co.	2,209,421	1,960,197	13
23.	MCA	2,098,525	1,651,242	27
24.	Disney	2,093,052	1,780,348	18
25.	Tribune Broadcasting	1,937,878	1,794,436	8
26.	Knight-Ridder	1,729,613	1,664,679	4
27.	Zenith	1,623,700	1,716,000	−5
28.	Avnet	1,534,172	1,635,540	−6
29.	McGraw-Hill	1,491,200	1,401,778	6
30.	Tektronix	1,438,100	1,419,872	1
31.	New York Times	1,393,772	1,229,580	13
32.	Centel Corp.	1,331,649	1,372,843	−3
33.	Western Union	1,082,496	1,333,978	−19
34.	Washington Post	1,078,650	984,303	10
35.	Dow Jones	1,039,314	965,620	8
36.	Capital Cities	1,020,880	939,722	9
37.	Jefferson-Pilot	1,016,182	960,567	6
38.	General Instrument	993,800	1,017,700	−2
39.	Maclean Hunter	972,996	902,656	8
40.	General Cinema	966,800	916,300	6
41.	Varian Associates	962,851	960,439	0
42.	American Family	954,800	823,600	16
43.	M/A-Com.	844,140	764,432	10
44.	Arvin Industries	820,995	781,986	5
45.	Insilco Corp.	811,780	786,900	3
46.	Interpublic Group	691,500	644,395	7
47.	Anixter Brothers	660,313	636,668	3
48.	MGM/UA	647,592	685,583	−6
49.	John Blair	630,547	487,306	29
50.	Storer	592,417	536,824	10

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0.

Earnings (000)		%	Profit	Earnings	P/E		ECI
1985	1984	change	margin %	per share	ratio	ECI %	rank
2,340,000	2,280,000	3	8	5.13	13.79	1	26
809,600	609,600	33	7	3.55	14.72	2	34
605,300	535,900	13	6	3.52	12.18	10	5
332,000	923,000	−64	3	1.46	33.30	2	38
−279,000	488,000	NM	−3	NM	NM	4	18
369,100	341,000	8	4	4.04	15.22	24	3
722,299	628,818	15	9	5.51	14.93	5	14
664,000	733,000	−9	8	5.77	15.34	4	24
344,439	291,555	18	5	1.49	13.09	6	12
72,000	387,000	−81	1	0.61	59.84	7	15
27,400	212,353	−87	1	5.81	19.58	55	2
81,500	130,500	−38	2	2.82	13.21	5	36
−567,600	5,100	NM	−15	NM	NM	11	13
199,819	216,398	−8	6	3.15	19.84	41	4
158,441	195,332	−19	5	5.51	NM	91	1
234,300	259,900	−10	8	3.31	15.52	7	37
75,213	7,210	943	2	3.43	20.48	6	42
237,127	232,703	2	8	3.49	15.33	4	58
294,708	255,883	15	11	3.88	20.97	5	52
80,287	80,410	0	4	2.00	13.38	20	10
195,305	−586,099	NM	9	2.87	12.72	17	16
253,277	223,934	13	11	3.16	19.07	11	33
149,959	94,937	58	7	2.02	23.70	25	8
176,018	44,931	292	8	5.24	22.52	4	74
123,844	103,043	20	6	3.06	-17.44	18	21
132,724	140,810	−6	8	2.19	17.69	4	82
−7,700	63,600	NM	0	NM	NM	11	43
49,384	86,808	−43	3	1.39	24.73	7	64
147,400	144,171	2	10	2.92	16.44	6	71
90,200	131,540	−31	6	4.41	12.78	18	29
116,318	100,169	16	8	2.90	17.59	5	81
128,743	121,351	6	10	4.61	10.17	8	65
−367,221	−58,377	NM	−34	NM	NM	10	63
114,261	85,886	33	11	8.66	13.68	14	49
138,608	129,140	7	13	2.15	20.17	9	69
142,222	142,778	0	14	10.87	19.69	37	17
128,050	201,721	−37	13	4.38	10.96	7	79
−88,600	32,664	NM	−9	NM	NM	34	22
64,576	49,205	31	7	0.80	19.06	21	40
88,200	110,959	−21	9	2.33	16.42	1	98
15,355	60,745	−75	2	0.71	37.32	11	66
54,200	43,100	26	6	1.35	22.41	4	90
39,375	38,200	3	5	0.92	15.08	30	32
35,872	30,226	19	4	2.16	9.38	4	92
26,119	31,400	−17	3	1.37	14.51	15	57
36,600	32,794	12	5	2.98	14.43	70	9
20,205	14,475	40	3	1.11	17.79	40	27
−144,365	25,431	NM	−22	NM	NM	13	73
−29,151	10,469	NM	−5	NM	NM	18	59
−23,319	−16,742	NM	−4	NM	NM	100	6

	Company	Revenues (000)		%
		1985	1984	change
51.	Media General	578,560	547,661	6
52.	Tele-Communications Inc.	577,251	449,416	28
53.	JWT Group	569,200	518,924	10
54.	United Artists	498,000	418,000	19
55.	Ogilvy Group	490,486	428,604	14
56.	Meredith Corp.	485,777	465,019	4
57.	Saatchi & Saatchi	469,000	219,000	114
58.	Comsat	459,036	397,485	15
59.	Viacom	444,112	320,366	39
60.	Scientific-Atlanta	436,892	398,861	10
61.	Taft	430,387	376,039	14
62.	A.H. Belo	385,151	354,245	9
63.	Affiliated Publications	367,311	343,836	7
64.	Lorimar	364,674	263,204	39
65.	Liberty	354,511	318,042	11
66.	Rogers Cablesystems	354,165	294,779	20
67.	Turner Broadcasting	351,891	281,732	25
68.	Multimedia	336,271	304,361	10
69.	BBDO Inc.	335,600	305,269	10
70.	Foote Cone & Belding	287,020	267,646	7
71.	Oak Industries	284,257	333,244	−15
72.	Tri-Star Pictures	258,886	85,017	205
73.	Grey Advertising	227,026	204,007	11
74.	Doyle Dane Bernbach	220,854	215,574	2
75.	Orion Pictures	220,424	178,355	24
76.	Josephson International	208,795	214,034	−2
77.	Selkirk	207,400	184,100	13
78.	Lee Enterprises	206,637	190,009	9
79.	Playboy Enterprises	192,333	187,144	3
80.	Chris-Craft	190,257	170,687	11
81.	Burnup & Sims	183,352	192,501	−5
82.	LIN	171,671	148,844	15
83.	United Cable TV	168,996	140,741	20
84.	Heritage Communications	157,373	128,788	22
85.	Telepictures	155,453	106,756	46
86.	Conrac	150,289	154,284	−3
87.	Cablevision Systems	136,968	116,502	18
88.	Scripps Howard	134,540	117,985	14
89.	Adams-Russell	133,267	114,460	16
90.	Comcast	117,312	103,007	14
91.	Stauffer Communications	113,935	104,901	9
92.	Wrather	113,825	108,195	5
93.	Park Communications	113,712	106,398	7
94.	New World Pictures	106,600	41,200	159
95.	Rollins Communications	99,953	85,374	17
96.	Reeves Communications	97,343	226,436	−57
97.	Malrite	83,294	76,974	8
98.	King World	81,280	29,037	180
99.	United Television	77,137	72,133	7
100.	Century Commun.	55,159	39,963	38

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0.

Earnings (000) 1985	Earnings (000) 1984	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
32,824	39,760	−18	0	4.61	NM	18	67
10,119	16,982	−40	2	0.22	169.31	100	7
13,500	20,478	−10	3	1.75	17.64	55	25
14,000	17,300	−19	3	0.73	36.99	42	39
30,247	25,838	17	6	3.19	13.87	73	19
48,935	40,642	20	10	5.18	13.13	23	61
32,000	17,000	88	7	1.68	20.09	55	30
−41,527	51,165	NM	−9	NM	NM	1	100
37,049	30,597	21	8	2.17	25.58	100	11
16,385	11,776	39	4	0.71	16.55	60	28
41,195	48,403	−15	10	4.48	18.97	38	46
23,818	54,141	−56	6	2.05	25.98	45	44
30,958	27,350	13	8	1.69	32.10	12	89
28,416	11,664	144	8	3.94	0	70	31
28,073	18,584	51	8	2.31	15.04	25	72
−22,517	−34,588	NM	−6	NM	NM	100	20
1,157	10,062	−89	0.32	0.05	300.0	90	23
21,638	33,688	−36	6	1.40	19.82	47	48
19,600	22,644	−13	6	3.06	16.34	60	41
16,377	16,807	−3	6	4.29	11.10	77	35
−37,576	−149,250	NM	−13	NM	NM	16	88
1,579	−14,742	NM	1	0.07	164.29	27	80
10,061	10,220	−2	4	14.6	13.29	64	51
6,057	8,769	−31	3	1.06	18.63	51	60
−6,150	4,960	NM	−3	NM	NM	50	62
680	−29,120	NM	0.32	NM	NM	8	95
12,688	17,529	−28	6	1.19	20.17	63	56
30,730	26,749	15	15	2.27	19.88	26	85
6,699	27,336	−76	3	0.71	13.20	12	93
18,333	−21,373	NM	10	1.88	29.26	70	55
−1,144	10,082	NM	−1	0.53	13.68	34	83
35,788	29,088	23	21	1.40	26.43	93	47
10,542	3,935	168	6	0.50	70.50	100	45
21,322	16,861	26	14	0.48	43.75	50	76
14,829	9,315	60	0	1.10	NM	95	50
7,231	13,013	−44	5	1.19	13.13	8	97
−48,230	−29,668	NM	−35	NM	NM	100	53
30,937	18,158	70	23	3.00	16.83	100	54
9,662	8,322	16	7	1.52	19.24	37	87
14,570	12,173	20	12	0.70	31.79	80	68
6,703	6,066	10	6	6.07	19.77	18	94
4,040	−22,724	NM	4	0.56	33.26	5	99
15,207	14,053	8	13	1.10	20.00	52	84
5,137	366	1304	5	0.45	0	15	96
12,014	9,934	21	12	0.82	33.69	90	70
−59,951	−5,395	NM	−62	NM	NM	34	91
8,828	2,468	258	11	0.70	17.50	100	75
9,842	3,365	192	12	1.02	33.58	95	77
12,645	−2,870	NM	16	1.14	21.82	100	78
1,294	4,465	−71	2	0.05	0	100	86

Bilingual Broadcasting Foundation to California Human Development Corp. for $70,000. Seller is nonprofit corporation headed by Alicia Moldonado. Buyer is nonprofit corporation headed by Jayne Ruiz, chairperson. Filed April 28.

■ WAMA(FM) Dunedin (Clearwater), Fla. (860 khz; 500 w-U)—Seeks assignment of license from Efrain Archilla Roig to Gulf Atlantic Broadcasting Corp. for $450,000. Seller also owns WALO(AM) Humacao, P.R., and is purchasing WYOU(AM) Tampa (see below). Buyer is owned by Carl Marcocci, who also owns WGUL-FM New Port Richey, Fla. Filed April 24.

■ WAVE-FM Sarasota, Fla. (102.5 mhz; 100 kw; HAAT: 570 ft.)—Seeks assignment of license from Cosmos Broadcasting Corp. to Susquehanna Radio Corp. for $7 million. Seller is Greenville, S.C.-based group of two AM's, two FM's and six TV's, principally owned by Francis M. Hipp and family. Buyer is York, Pa.-based group of eight AM's and five FM's principally owned by Louis J. Appell and family. Filed April 24.

■ WYOU(AM) Tampa, Fla. (1550 khz; 10 kw-D)—Seeks assignment of license from WYOU Radio Inc. to Effrain Archilla Roig for $730,000, comprising $150,000 noncompete agreement and remainder cash. Seller is principally owned by Tedford E. Kimbell and his cousin, Mary Jane Harper. It owns KALB(AM)-KTIZ(FM)-KALB-TV, Alexandria, La.; KLST(TV) San Angelo, Tex., and has interest in KNAZ(TV) Flagstaff and KMOH-TV Kingman, both Arizona, and KNAG-TV Gallup, N.M. Buyer is selling WAMA(FM) Dunedin, Fla. (see above). Filed April 24.

■ WAUC(FM) Wauchula, Fla. (1310 khz; 5 kw-D)—Seeks assignment of license from Heartland Broadcasting Inc. to Ted L. Hite for $325,000. Seller is owned by Jesse D. Newman and his wife, Anna, and Terry R. Reed and his wife, Laura. Newman owns WBUC(AM) Buckhannon, W.Va. Reeds are applicants for new FM in Buckhannon. Buyer is station's general manager. Filed April 24.

■ KMCL(AM) McCall, Idaho (1240 khz; 505 w-D; 250 w-N)—Seeks assignment of license from James H. McCall and his wife, Carolyn, to Mountain Broadcasting Inc. for $125,000. Sellers have no other broadcast interests. Buyer is principally owned by Michael Ballin. It has no other broadcast interests. Filed April 28.

■ KMRY(AM) Des Moines, Iowa (1390 khz: 1 kw-U)—Seeks assignment of license from KRMB Inc. to Fuller-Jeffrey Broadcasting Corp. of Greater Des Moines for $400,000, comprising $360,000 cash and $40,000 noncompete agreement. Seller is owned by Jon Enoch, who has no other broadcast interests. Buyer is also buying KFMF(FM) Chico, Calif. (see above). Filed April 28.

■ WYKH(AM)-WZZF(FM) Hopkinsville, Ky. (AM: 1480 khz; 1 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 602 ft.)—Seeks transfer of control of Pennyrile Broadcasting Co. from Henry C. Clayton, Dr. Gabe Payne, Dr. John Newsome and Russell E. Croft to John N. Hall III for $855,000. It has no other broadcast interests. Twenty percent of sale will go to station's general manager, Sam Buchanan. Buyer was former engineering director at WDAF(TV) Kansas City, Mo., and has no other broadcast interests. Filed April 24.

■ WWBZ(AM) Vineland, N.J. (1360 khz; 1 kw-U)—Seeks assignment of license from Donald J. Martin to Cawley Broadcasting Corp. for $250,000 cash. Seller has no other broadcast interests. Buyer is owned by Augustine M. Cawley, former owner of WIPS(AM)-WXTY(FM) Ticonderoga, WGFN(AM) Hudson Falls and WGFN(FM) South Glens Falls, all New York. Filed April 24.

■ WDVL(AM)-WKQV(FM) Vineland, N.J. (AM: 1270 khz; 500 w-D; FM: 92.1 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Frank R. Ventresca and his wife, Vita Marie, to Clear Communications Inc. for $400,000. Sellers have no other broadcast interests. Buyer is principally owned by Charles M. McCreery and David Klahr. Klahr has interest in WMID(AM)-WLQE(FM) Pleasantville, N.J. McCreery has interest in WZOZ-FM Oneonta, N.Y. Filed April 25.

■ KRKE-AM-FM Albuquerque, N.M. (AM: 610 khz; 5 kw-U; FM: 94.1 mhz; 100 kw; HAAT: 4,130 ft.)—Seeks assignment of license from Compass Communications to Sandia Peak Broadcasters Inc. for $2,850,000. Seller is Peoria, Ill.-based group of three AM's and three FM's, owned by Peoria Journal Star Inc. and Curran-Victor Management. Peoria Journal Star publishes *Peoria* (Ill.) *Journal Star* and five magazines. It is headed by Henry P. Slane, chairman and principal owner. Curran-Victor Management is owned by Don Curran and Herb Victor, owners of Larkspur, Calif.-based program distribution and management firm. Buyer is owned by David H. Lloyd, N. Eric Jorgenson, his father, Norman, Dennis Lyons, G. Duane Vieth and Melvin C. Garbow. It has interest in WISE(AM)-WSKF(FM) Asheville, N.C. Filed April 25.

■ KQEN(AM) Roseburg, Ore. (1240 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of KQEN Broadcasting Inc. from Lyle E. Fenner and his wife, Helen (65% before; none after) to Markham Broadcasting Inc. for $119,113. Sellers have no other broadcast interests. Buyer is owned by Patrick A. Markham. It owns remainder of stock and has no other broadcast interests. Filed April 28.

■ WSVC(FM) Dunlap, Tenn. (1190 khz; 5 kw-D)—Seeks assignment of license from Morgan Broadcasting Co. to Tollye Wayne Tittsworth for $40,000. Seller is owned by Harry J. Morgan, who also owns colocated WSVC(AM) and WSKT(AM) Knoxville, Tenn. Buyer has no other broadcast interests. Filed April 24.

■ KPAS(FM) Fabens, Tex. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Good News Broadcasting to Algie A. Felder for $375,000, comprising $75,000 cash and remainder note. Seller is owned by Gary L. Acker, who also owns WONS(AM) Pleasure Ridge Park, Ky. Buyer is station's chief engineer. Filed April 28.

■ KBBW(AM) Waco, Tex. (1010 khz; 10 kw-D; 2.5 kw-N)—Seeks assignment of license from Brown Broadcasting of Waco Inc. to American Broadcasting of Texas for $600,000. Seller is owned by John Brown University, Siloam Springs, Ark.-based educational institution which owns two AM's and two FM's. It is headed by Dr. John Brown. Buyer is owned by Stephen Williams, general manager of KELP(AM) El Paso, Tex. Filed April 28.

■ KRWY-TV Rawlins, Wyo. (ch. 11; ERP vis. 6.14 kw; aur. 610 w; HAAT: 13 ft.; ant. height above ground: 232 ft.)—Seeks transfer of control of Rawlins Broadcasting Corp. from Manuel A. Cantu and Continental Communications Systems Inc. to First National Broadcasting Corp. for $97,573. Seller, Cantu, has interest in KFWY-TV Riverton, Wyo. Continental is principally owned by David M. Antoniak, who also has interest in KFWY-TV and in KLWY-TV Cheyenne, Wyo., and KSBN-TV Scottsbluff, Neb. Buyer is principally owned by Frederic J. Bauer, Edward H. Cohen, Allen W. Gelbard, Shirley Brand and William Capri. It has purchased all of Rawlins' stations. Filed April 28.

New Stations

AM's

■ Umatilla, Fla.—Christian S. Miller seeks 1100 khz; 5 kw-D; 250 w-N. Address: P.O. Box 514, Ticonderoga, N.Y. 12883. Principal has no other broadcast interests. Filed April 23.

■ Cibolo, Tex.—Shanna G. Tschirhart seeks 830 khz; 250 w-D. Address: 7439 Alverstone Way, San Antonio, Tex. 78250. Principal has no other broadcast interests. Filed April 25.

■ South Tucson, Ariz.—Michael B. Glinter seeks 890 khz; 1 kw-D; 250 w-N. Address: 1711 Apple Tree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Filed April 28.

■ Edwardsville, Ill.—Horizon Broadcasting Corp. seeks 1080 khz; 500 w-D. Address: 645 Grove St., Wood River, Ill. 62095. Principal is owned by Robert F. Howe and Nikita G. Maggos. It has interest in WYOV-TV Norwell, Mass., and is also app. for 23 LPTV's. Howe also has interest in cable system serving Carlinville and Staunton, both Illinois. Filed April 28.

■ Elletsville, Ind.—Indiana Communications Inc. seeks 600 khz; 500 w-D. Address: 304 State St., Bloomington, Ind. 47401. Principal is owned by Rolland C. Johnson, Bill C. Brown, Steven R. Shine, James T. Howard and Robert M. Pertanoff. It also owns WBWB-FM Bloomington, Ind. Johnson owns Duchossois Communications, Bloomington-based group of two AM's, two FM's and one TV. Petranoff has interest in WOVR-FM Versailles, Ind. Filed April 28.

FM

■ Lancaster, Ohio—Lancaster Educational Broadcasting Foundation seeks 90.9 mhz; 200 w; HAAT: 224.6 ft Address: 1332 East Main St., 43130. Principal is nonprofit corp. headed by Robert E. Rauch. It has no other broadcast interests. Filed April 28.

TV's

■ Duluth, Minn.—Robin C. Brandt seeks ch. 21; ERP vis. 960 kw; aur. 96 kw; HAAT: 590.25 ft., ant. height above ground: 350 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed April 30.

■ Butte, Mont.—Robin C. Brandt seeks ch. 24; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,733 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed April 30.

Summary of broadcasting
as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

Facilities Changes

Applications

AM's

Tendered

■ WINY (1350 khz) Putnam, Conn.—Seeks CP to increase power to 5 kw. App. May 5.

■ WCNN (680 khz) North Atlanta, Ga.—Seeks CP to increase night power to 15 kw and make changes in ant. sys. App. May 5.

■ KWSK (1330 khz) Wishek, N.D.—Seeks CP to add night service with 5 kw; increase day power to 5 kw; install DA-2, and make changes in ant. sys. App. May 2.

■ KXOJ (1550 khz) Sapulpa, Okla.—Seeks CP to increase power to 2.5 kw. App. May 2.

Accepted

■ KJNP (1170 khz) North Pole, Alaska—Seeks CP to change ERP to 50 kw. App. May 5.

■ KSDG (1040 khz) San Diego—Seeks MP to change TL and make changes in ant. sys. App. May 5.

■ KGDP (660 khz) Santa Ynez, Calif.—Seeks MP to change TL and make changes in ant. sys. App. May 5.

■ WKII (1090 khz) Port Charlotte, Fla.—Seeks MP to reduce power to 4.8 kw and change TL. App. May 5.

■ WEBB (1360 khz) Baltimore—Seeks MP to make changes in ant. sys. App. May 5.

FM's

Tendered

■ *WLBF (89.1 mhz) Montgomery, Ala.—Seeks CP to

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

C1750-1

Broadcasting May 19

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First big break on financial data

Vol. 110 No. 20

Broadcasting ▫ May 19

Financial figures from BFM
Networks complete fall schedules
Setback for HDTV □ 4A's coverage

FINANCIAL FIGURES □ Broadcast Financial Management Association releases financial figures for nine of the top 10 markets for calendar years 1980 through 1984, as well as three-network revenue figures for those years. **PAGE 39.**

SET FOR FALL □ ABC and NBC announce fall schedules, substantially reworking the 8 p.m. hour. Comedies and law enforcement dramas abound. **PAGE 43.**

BACKHAUL FIX □ House subcommittee passes bill protecting broadcast networks against illegal reception of feeds. **PAGE 50.**

DECISIONS, DECISIONS □ Blair gets boost in takeover fight as FCC turns down Macfadden short-form application. Judge denies Blair request to enjoin tender offer. **PAGE 68.**

A's HAVE IT □ Four A's meets at Greenbriar. Chairman Louis Hagopian announces public service campaign to fight drug abuse. **PAGE 69.**

HDTV SETBACK □ International Radio Consultative Committee delays consideration of HDTV studio system backed by the U.S., Japan and Canada for at least four years. **PAGE 70.**

STEP CLOSER □ Federal bankruptcy judge approves UPI reorganization plan in which it is to be acquired by Mexican publisher Mario Vazquez Rana. **PAGE 71.**

PARTNERS IN PROGRAMING □ Group W and Bristol-Myers agree to joint partnership for program production, including a first-run sitcom for fall 1987. **PAGE 73.**

NORTH AND SOUTH RISE AGAIN □ Five parts of ABC's *North and South: Book II* mini-series rank in top 10, giving network weekly win. **PAGE 73.**

CUT TEXT □ CBS modifies and makes staff cuts at its Extravision teletext service, closing Los Angeles office and reducing staff to two. **PAGE 75.**

AWRT CONFAB □ American Women in Radio and Television set to open annual convention in Dallas. **PAGE 75.**

AFFILIATE BODY □ CBS affiliates ready to "Share the Spirit" at its annual meeting in Los Angeles. **PAGE 76.**

UP FOR SALE? □ Spanish International Communications Corp. announces as part of resolving dissident shareholders suit that it will sell its five Spanish-language television stations. Group could fetch up to $400 million. **PAGE 79.**

AGENCY APPETITE □ Saatchi & Saatchi offers $400 million for Ted Bates Worldwide. **PAGE 80.**

INDEPENDENT MINDED □ Milton Grant has a long career in broadcasting, with the latest chapter his string of successes of startup independents in major markets. The success comes from a long work day, much promotion and innovative financing. **PAGE 81.**

BUYING UP □ Heritage buys 43.5% stake in Rollins Communications for $260 million. **PAGE 85.**

FINANCIAL ACUMEN □ Thomas Marinkovich left a comfortable partnership in a big eight accounting firm and is now Daniels & Associates' president and chief operating officer. **PAGE 103.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting May 19

Vol. 110 No. 20

TOP OF THE WEEK

Financial figures, finally

BFM lists revenue data for TV networks and nine of top 10 markets for 1980-84; ABC, CBS and NBC revenues rise 62.2%

The broadcast networks and major-market television stations had no complaints about business in the first half of the 1980's. According to consolidated figures compiled over the past year by the Broadcast Financial Management Association, revenues of the broadcast networks and stations in nine of the top 10 markets soared from 1980 to 1984, easily outpacing inflation.

The BFM financial survey, which was prepared with the help of the big-eight accounting firm of Arthur Young & Co., found the net revenues of the three networks jumped 62.2% over the five years, from $4.1 billion to $6.7 billion. Inflation over the same period, according to the Bureau of Labor Statistics, rose by 37.2%.

The survey also found increases of at least 44.2% over the five years in the consolidated operating revenues of the commercial stations in each of the top 10 markets except Dallas-Fort Worth. Of the seven markets for which complete data was available, Los Angeles showed the biggest increase in operating revenues (75%). It was followed by Philadelphia (71.5%), Boston (69.3%), New York (65.7%), Washington (64.7%), Chicago (56.2%) and Detroit (44.2%).

Houston and San Francisco showed the biggest jumps in operating revenue, 98.9% and 79.4%, respectively, but they have to be disqualified from any ranking of the markets by revenue growth because their revenues were underreported in 1980. According to BFM, in San Francisco, one station reported revenues for only one quarter of 1980, and in Houston, Taft Broadcasting's KTXH did not report revenues for 1980, 1981 or 1982.

BFM and Arthur Young were unable to generate figures for Dallas-Fort Worth because Times-Mirror's KDFW-TV there declined to supply any of its numbers. Bill Baker, vice president-general manager, KDFW-TV, said he already participates in a Dallas-Fort Worth-only survey and sees no need to participate in another. He said he is willing to make the figures contained in that survey available to BFM if the other stations in the market agree.

Hugh F. Del Regno, chairman of BFM and controller of CBS Entertainment, began prodding the networks and stations in the top 10 markets for financial information last spring after he became chairman of the association. Most were willing to participate because the consolidated revenues figures are valuable to them, he said. In addition to the networks, he said, 62 stations contributed their numbers.

The FCC used to collect, process and distribute similar figures for all TV and radio markets until deciding to get out of the business in March 1982. The last year for which it published figures was 1980.

(The National Association of Broadcasters has tried to fill the vacuum after the FCC stopped, by collecting and publishing consolidated financial figures, including expenses as well as revenues, for all television markets with three or more stations. According to Mark Fratrik, the NAB's director of financial and economic research, the NAB was able to report 1984 data for 97 markets, including 11 of the top 25 and three of the top 10. Like BFM, the NAB reports data only for those markets for which it receive information from all the major stations. Fratrik said he is confident NAB will receives more cooperation from major-market stations this year and will be able to include more of the top markets in its 1985 report.)

A closer look at the networks' net revenues over the years shows that the biggest jump came in 1984. The revenues rose nearly 20% that year from $5.6 billion to $6.7 billion. Such a big increase in a year when the inflation rate was just 3.8% is at least partially attributable to ABC's telecasts of the summer and winter Olympics.

By breaking out the networks' net revenues by dayparts, the BFM survey reflects some of the programing trends in network television during the period. Most significant, sports revenues shot up more than 150% from nearly $660 million to $1.65 billion. In the process, sports replaced daytime, whose revenues grew a relatively modest 51%, as the networks' second most important source of revenues.

Prime time, of course, remained the principal source of revenues, although the revenues it generated grew by just 44.2% and although its contribution to the networks' total revenues slipped from 46.5% in 1980 to 41.3% in 1984. The only daypart to fare poorly in the survey was late night. Its revenues grew just 3.4% over the five years.

The 44.2% increase in prime time revenues came while the networks' prime time audience was dwindling. According to CBS analysis of A.C. Nielsen data, the combined average prime time rating of the three networks went from 54.6 during the 1980-81 season to 48.5 during the 1984-85 season.

Continues on page 48.

Five-year total television network revenues (in thousands)

	1980	1981	1982	1983	1984	% chg. 80–84
Revenues from client-supplied programing	$18,232	$22,976	$19,757	$29,699	$30,774	68.8
All other gross revenues from time sales	4,808,317	5,191,236	5,764,441	6,518,266	7,800,541	62.2
Total gross revenues from time sales	4,826,549	5,214,214	5,784,198	6,547,985	7,831,315	63.3
Less advertising agency commission	722,892	781,319	866,247	980,678	1,173,735	62.4
Total net revenues from time sales	4,103,657	4,432,895	4,917,951	5,567,307	6,657,580	62.2

Five-year total network revenues by daypart (in thousands)

Daypart	1980	1981	1982	1983	1984	% chg. 80–84
Prime time	$1,909,323	$2,093,013	$2,323,691	$2,537,769	$2,752,846	44.2
Late night	251,990	254,795	261,968	252,053	260,611	3.4
Daytime	822,227	875,212	976,591	1,080,457	1,241,737	51.0
Children	100,899	107,846	121,679	137,911	158,637	57.2
Sports	658,020	711,115	782,228	1,075,386	1,649,496	150.6
News	361,198	390,924	451,794	483,731	594,253	64.5
Totals	4,103,657	4,432,895	4,917,951	5,567,307	6,657,580	62.2

Television Network Revenues 1980-1984 (in thousands)

1980

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programing	$10,954	$0	$7,278	$0	$0	$0	$18,232
All other gross revenues from time sales	2,235,292	295,518	959,713	118,732	774,089	424,973	4,808,317*
Total gross revenues from time sales	2,246,246	295,518	966,991	118,732	774,089	424,973	4,826,549
Less advertising agency commission	336,923	43,528	144,764	17,833	116,069	63,775	722,892
Total net revenues from time sales	$1,909,323	$251,990	$822,227	$100,899	$658,020	$361,198	$4,103,657

*Includes $24,390,000 of revenues from political parties/candidates

1981

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programing	$13,764	$0	$9,212	$0	$0	$0	$22,976
All other gross revenues from time sales	2,448,819	298,840	1,020,132	126,925	836,594	459,928	5,191,238*
Total Gross Revenues From Time Sales	2,462,583	298,840	1,029,344	126,925	836,594	459,928	5,214,214
Less advertising agency commission	369,570	44,055	154,132	19,079	125,479	69,004	781,319
Total net revenues from time sales	$2,093,013	$254,785	$875,212	$107,846	$711,115	$390,924	$4,432,895

*Includes $745,000 of revenues from political parties/candidates.

1982

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programing	$9,314	$0	$10,443	$0	$0	$0	$19,757
All other gross revenues from time sales	2,724,341	307,121	1,138,284	143,122	920,061	531,512	5,764,441*
Total Gross Revenues From Time Sales	2,733,655	307,121	1,148,727	143,122	920,061	531,512	5,784,198
Less advertising agency commission	409,964	45,153	172,136	21,443	137,833	79,718	866,247
Total net revenues from time sales	$2,323,691	$261,968	$976,591	$121,679	$782,228	$451,794	$4,917,951

*Includes $2,896,000 of revenues from political parties/candidates.

1983

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programing	$18,252	$0	$11,447	$0	$0	$0	$29,699
All other gross revenues from time sales	2,967,257	295,394	1,259,334	162,248	1,264,985	569,068	6,518,286*
Total Gross Revenues From Time Sales	2,985,509	295,394	1,270,781	162,246	1,264,985	569,068	6,547,985
Less advertising agency commission	447,740	43,341	190,324	24,337	189,599	85,337	980,678
Total net revenues from time sales	$2,537,769	$252,053	$1,080,457	$137,911	$1,075,386	$483,731	$5,567,307

*Includes $64,000 of revenues from political parties/candidates.

1984

	Prime time	Late night	Daytime	Children	Sports	News	Total
Revenues from client supplied programing	$19,391	$0	$11,383	$0	$0	$0	$30,774
All other gross revenues from time sales	3,219,302	305,612	1,449,254	186,670	1,940,619	699,084	7,800,541*
Total Gross Revenues From Time Sales	3,238,693	305,612	1,460,637	186,670	1,940,619	699,084	7,831,315
Less advertising agency commission	485,847	45,001	218,900	28,033	291,123	104,831	1,173,735
Total net revenues from time sales	$2,752,846	$260,611	$1,241,737	$158,637	$1,649,496	$594,253	$6,657,580

*Includes $30,057,000 of revenues from political parties/candidates.

Five-Year Revenue Breakouts by Market

New York (six stations)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$17,419,556	$17,592,587	$17,556,697	$17,267,196	$16,540,769	(5.1)
Gross local time sales	280,142,889	315,061,981	397,646,938	436,552,593	494,902,360	76.7
Gross national/regional time sales	114,420,761	131,340,416	132,601,293	147,586,740	174,629,065	52.6
Total gross time sales (lines 2+3)	394,563,650	446,402,397	530,248,231	584,139,333	669,531,425	69.7
Less advertising agency commissions	$59,011,268	$66,630,233	$79,500,212	$87,221,218	$99,813,772	69.1
Net time sales (lines 4−5)	$335,552,382	$379,772,164	$450,748,019	$496,918,115	$569,717,653	69.8
Total sales of station (lines 1+6)	352,971,938	397,364,751	468,304,716	514,185,311	586,258,422	66.1
Other operating revenue	2,151,907	1,850,763	1,411,504	2,016,073	2,240,654	4.1
Total broadcast operating revenue (lines 7+8)	355,123,845	399,215,514	469,716,220	516,201,384	588,499,076	65.7
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$8,012,294	$8,883,638	$9,554,768	$12,938,818	$16,764,878	9.2

Los Angeles (eight stations)

	1980	1981	1982	1983	1984
Network compensation	$9,526,815	$9,241,503	$9,452,918	$9,215,079	$8,624,291
Gross local time sales	231,288,098	277,318,970	329,385,941	363,842,396	413,056,739
Gross national/regional time sales	150,902,914	174,152,374	219,231,209	247,407,281	273,776,740
Total gross time sales (lines 2+3)	382,191,012	451,471,344	548,617,150	611,249,677	686,833,479
Less advertising agency commissions	$58,621,265	$72,689,268	$88,953,673	$100,252,888	$113,096,424
Net time sales (lines 4−5)	$323,569,747	$378,782,076	$459,663,477	$510,996,789	$573,737,055
Total sales of station (lines 1+6)	333,096,562	388,023,579	469,116,395	520,211,868	582,361,346
Other operating revenue	2,481,944	2,743,397	1,667,521	2,059,080	5,047,808
Total broadcast operating revenue (lines 7+8)	335,578,506	390,766,976	470,783,916	522,270,948	587,409,154
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$6,461,449	$8,003,150	$8,655,321	$11,070,139	$12,614,392

Chicago (five stations)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$8,222,136	$8,129,613	$8,186,326	$8,021,446	$7,729,018	(6.0)
Gross local time sales	109,118,208	137,381,421	155,693,940	181,682,436	199,117,027	82.5
Gross national/regional time sales	119,467,300	113,797,297	125,239,100	144,498,900	166,232,500	39.1
Total gross time sales (lines 2+3)	228,585,508	251,178,718	280,933,040	326,181,336	365,349,527	59.8
Less advertising agency commissions	$36,356,951	$39,552,846	$44,073,933	$51,403,505	$57,587,994	58.4
Net time sales (lines 4−5)	$192,228,557	$211,625,872	$236,859,107	$274,777,831	$307,761,533	60.1
Total sales of station (lines 1+6)	200,450,693	219,755,485	245,045,433	282,799,277	315,490,551	57.4
Other operating revenue	3,849,191	2,887,385	3,739,022	3,809,505	3,713,367	(3.5)
Total broadcast operating revenue (lines 7+8)	204,299,884	222,642,870	248,784,455	286,608,782	319,203,918	56.2
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$3,798,559	$4,638,810	$6,072,581	$5,991,673	$6,552,987	72.5

Philadelphia (five stations)

	1980	1981	1982	1983	1984
Network compensation	$7,699,405	$7,643,731	$7,692,597	$7,696,438	$7,660,540
Gross local time sales	55,734,032	65,960,686	76,079,098	83,051,471	101,937,161
Gross national/regional time sales	93,706,502	107,633,117	124,574,265	142,643,248	161,442,053
Total gross time sales (lines 2+3)	149,440,534	173,593,813	200,653,363	225,694,719	263,379,214
Less advertising agency commissions	$24,370,977	$28,436,216	$32,853,209	$36,750,458	$42,431,841
Net time sales (lines 4−5)	$125,069,557	$145,157,597	$167,800,154	$188,944,261	$220,947,373
Total sales of station (lines 1+6)	132,768,962	152,801,328	175,492,751	196,640,699	228,607,913
Other operating revenue	1,193,245	1,059,907	1,216,346	1,131,377	1,135,106
Total broadcast operating revenue (lines 7+8)	133,962,207	153,861,235	176,709,097	197,772,076	229,743,019
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$2,292,121	$2,434,984	$3,552,535	$4,701,865	$5,610,413

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Five-Year Revenue Breakouts by Market cont.

San Francisco (seven stations)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$4,929,938	$4,785,553	$4,997,789	$5,069,903	$5,234,272	6.2
Gross local time sales	85,959,336	98,678,087	110,334,171	136,293,006	156,546,549	81.1
Gross national/regional time sales	93,582,859	111,555,864	139,898,581	147,729,698	169,346,131	80.1
Total gross time sales (lines 2+3)	179,542,195	210,233,951	250,232,752	284,022,704	325,892,680	81.5
Less advertising agency commissions	$29,690,742	$31,145,853	$37,252,633	$42,001,735	$48,775,919	82.7
Net time sales (lines 4 – 5)	$152,851,453	$179,088,098	$212,980,119	$242,020,969	$277,116,761	81.3
Total sales of station (lines 1+6)	157,781,391	183,873,651	217,977,908	247,090,872	282,351,033	79.0
Other operating revenue	1,316,596	1,447,362	1,706,241	2,126,010	3,010,785	128.7
Total broadcast operating revenue (lines 7+8)	159,097,987	185,321,013	219,684,149	249,216,882	285,361,818	79.4
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$3,461,374	$4,584,951	$5,889,907	$7,826,698	$7,671,598	121.6

Washington (five stations)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$3,772,810	$3,823,252	$3,882,720	$3,908,924	$3,894,260	3.2
Gross local time sales	48,675,619	55,058,350	64,439,336	77,846,009	90,822,319	86.6
Gross national/regional time sales	69,802,843	78,772,346	88,532,493	96,938,744	107,538,797	54.1
Total gross time sales (lines 2+3)	118,478,462	133,830,696	152,971,829	174,784,753	198,361,116	67.4
Less advertising agency commissions	$17,300,698	$19,644,918	$22,372,366	$25,538,627	$28,996,297	67.6
Net time sales (lines 4 – 5)	$101,177,764	$114,185.778	$130,599,463	$149,246,126	$169,364,819	67.4
Total sales of station (lines 1+6)	104,950,574	118,009,030	134,482,183	153,155,050	173,259,079	65.1
Other operating revenue	833,194	351,924	354,506	716,576	959,739	15.2
Total broadcast operating revenue (lines 7+8)	105,783.768	118,360,954	134,836,689	153,871,626	174,218,818	64.7
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$1,838,634	$1,910,302	$2,143,993	$2,552,441	$2,550,973	38.7

Boston (seven stations)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$5,875,200	$6,064,000	$6,088,200	$5,912,400	$5,731,800	(2.5)
Gross local time sales	53,737,900	61,616,000	75,202,500	83,112,800	95,213,200	77.2
Gross national/regional time sales	98,981,100	113,328,000	140,643,200	157,418,400	172,207,600	74.0
Total gross time sales (lines 2+3)	152,719,000	174,944,000	215,845,700	240,531,200	267,420,800	75.1
Less advertising agency commissions	$22,411,900	$25,689,200	$31,196,500	$35,091,500	$38,908,900	73.6
Net time sales (lines 4 – 5)	$130,307,100	$149,254,800	$184,649,200	$205,439,700	$228,511,900	75.4
Total sales of station (lines 1+6)	136,182,300	155,318,800	190,737,400	211,352,100	234,243,700	72.0
Other operating revenue	3,301,100	3,077,700	3,275,000	2,812,000	1,925,900	(28.6)
Total broadcast operating revenue (lines 7+8)	139,483,400	158,396,500	194,012,400	214,164,100	236,169,600	69.3
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$3,140,700	$3,720,800	$4,555,000	$5,394,000	$6,792,500	16.3

Detroit (five stations)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$5,971,800	$5,845,400	$5,810,800	$5,623,900	$5,798,800	(2.9)
Gross local time sales	51,129,774	57,723,563	64,340,997	74,622,109	93,642,139	83.1
Gross national/regional time sales	72,397,081	74,906,257	76,844,501	78,898,468	86,382,168	19.3
Total gross time sales (lines 2+3)	123,526,855	132,629,820	141,185,498	153,520,577	180,024,307	45.7
Less advertising agency commissions	$17,705,869	$18,790,346	$20,178,295	$22,146,695	$26,277,024	48.4
Net time sales (lines 4 – 5)	$105,820,986	$113,839,474	$121,007,203	$131,373,882	$153,747,283	45.3
Total sales of station (lines 1+6)	111,792,786	119,684,874	126,818,003	136,997,782	159,546,083	42.7
Other operating revenue	1,361,426	1,019,978	2,228,615	1,584,357	3,635,155	167
Total broadcast operating revenue (lines 7+8)	113,154,212	120,704,852	129,046,618	138,582,139	163,181,238	44.2
Total value of barter and trade out transaction (included in line 2 or 3 or both)	$2,140,020	$2,191,777	$2,868,995	$2,716,314	$3,118,695	45.7

Houston (five stations in 80-82, six in 83-84)

	1980	1981	1982	1983	1984	% chg. 80–84
Network compensation	$3,899,281	$4,353,129	$4,405,397	$5,089,828	$4,859,510	24.6
Gross local time sales	48,590,745	60,638,159	70,497,844	86,783,511	96,672,474	99.0
Gross national/regional time sales	77,716,867	95,812,188	122,728,725	142,989,949	155,996,404	100.7
Total gross time sales (lines 2+3)	126,307,612	156,450,347	193,226,569	229,773,460	252,668,878	100
Less advertising agency commissions	$20,138,530	$24,563,748	$30,686,649	$35,979,007	$39,132,213	94.3
Net time sales (lines 4−5)	$106,169,082	$131,886,599	$162,539,920	$193,794,453	$213,536,665	101.1
Total sales of station (lines 1+6)	110,068,363	136,239,728	166,945,317	198,884,281	218,396,175	98.4
Other operating revenue	1,485,622	1,243,141	4,965,100	2,684,901	3,464,077	33.2
Total broadcast operating revenue (lines 7+8)	111,553,985	137,482,869	171,910,417	201,569,182	221,860,252	98.9
Total value of barter and trade-out transaction (included in line 2 or 3 or both)	$1,475,650	$918,650	$1,270,250	$1,269,100	$2,554,989	73.1

Continues from page 39.

The average number of homes reached by the networks also slid during the period, from 44.5 million to 41.9 million, even though the number of television homes increased. (After five years of decreases, the average prime time rating increased during the 1985-86 season to 49.1.)

The BFM report quantifies how much presidential election years mean to the networks. Political parties and candidates dumped $24.4 million into the network coffers in 1980 and $30.1 million in 1984. By contrast, they spent just fractions of those amounts in the off-years: $745,000 in 1981, $2.9 million in 1982 (when all the House seats and a third of the Senate seats were being contested) and $64,000 in 1983.

A review of the market-by-market data shows big increases in local spot and national and regional spot sales in all markets and slight decreases in most markets in network compensation. In New York, for instance, network comp dropped 5.1% from $17.4 million to $16.5 million over the five years. The advertising agencies' bite of revenues in the form of commissions got no larger over the years. According to the network and most of the market-by-market data, their increases were commensurate, more or less, with the increases in advertising revenues.

Now that BFM has started to collect the financial data, it isn't going to stop. Del Regno said that BFM and Arthur Young are now hard at work on the 1985 figures, which he hopes to release in "a couple of months." He also hopes to expand the market-by-market list to include not only Dallas-Fort Worth, but also markets 11 through 20. "What we are trying to do is give the industry what it wants," he said.

The stations in the nine markets that participated in the BFM survey are:

New York—WNEW-TV, WPIX, WOR-TV, WABC-TV, WNBC-TV, WCBS-TV. **Los Angeles**—KTTV, KHJ-TV, KABC-TV, KNBC-TV, KCBS-TV, KMEX-TV, KCOP, KTLA. **Chicago**—WFLD-TV, WGN-TV, WLS-TV, WMAQ-TV, WBBM-TV. **Philadelphia**—WCAU-TV, KYW-TV, WPVI-TV, WTAF-TV, WPHL-TV. **San Francisco**—KGO-TV, KDTV, KPIX, KRON-TV, KTVU, KBHK-TV, KTZO. **Boston**—WLVI-TV, WBZ-TV, WCVB-TV, WQTV, WNEV-TV, WSBK-TV, WXNE. **Detroit**—WJBK-TV, WXYZ-TV, WDIV, WXON, WKBD (CBET Windsor, Ont., said its U.S. revenues were not significant). **Washington**—WTTG, WRC-TV, WDCA-TV, WDVM-TV, WJLA-TV. **Houston**—KHOU-TV, KHTV-TV, KPRC-TV, KRIV-TV, KTRK. For '83 and '84, KTXH was added. ☐

ABC, NBC join CBS in announcing fall schedules

All three networks substantially revise 8 p.m. hour; comedies, police dramas figure heavily

Twenty-four new network prime time series will be introduced by the three networks in the 1986-87 season, including 12 one-hour shows (nine dramas, two magazine programs and one fantasy adventure), 11 comedies and one half-hour drama. With 17 returning comedies, the total for that genre at the start of next season will be the most since the 1981-82 season.

Most of the new and returning dramas deal with the law or law enforcement. Two notably different new dramas this year are NBC's *Our House*, which explores the relationships of an extended family suddenly thrust together, and ABC's *Our Kind of Town*, about a yuppie couple trying to balance separate careers and a marriage. There is also a rare half-hour drama, bordering on fantasy, *The Last Electric Knight*, on ABC, about a policeman who adopts a young karate expert.

All three networks were aggressive in rescheduling the first hour of prime time. ABC and CBS both altered the first hour on six of seven nights. CBS left *60 Minutes* on Sundays at 7 p.m. alone while ABC left intact its first hour on Friday, *Webster* and *Mr. Belvedere*. NBC has retuned the first hour on five of seven nights, leaving Thursdays (*Cosby* and *Family Ties*) and Wednesdays (*Highway to Heaven*) intact. On a night-by-night basis, NBC redid Tuesday from top to bottom and reprogramed the first half of Sunday and two-thirds of Friday. ABC started from scratch on Saturday, where the lead-in at 8 p.m. will be the new Lucille Ball comedy, *Life with Lucy*. ABC also performed major surgery on the Friday evening lineup, adding two new comedies and a drama to round out the last two-thirds of the night. (For a review of CBS's new schedule, see the chart on page 44 and BROADCASTING, May 12.)

"Come Home to NBC" is the network's promotional tagline for the new season, which was unveiled before a crowd of advertiser and agency executives in New York last week. CBS's new tagline is "Share the Spirit." ABC will announce its promotional theme in June at its affiliates meeting.

NBC Entertainment President Brandon Tartikoff told those attending the presentation that "we haven't played it safe" in designing next season's schedule. "We're going for dominance next season," he said. Part of the strategy is to bowl them over with laughter. NBC will have 13 comedies in its schedule, the most ever.

The first half of NBC's Sunday schedule will be new, starting off with *Our House*, at 7 p.m., a one-hour drama about a grandfather ("Cocoon's" Wilford Brimley) who takes in his daughter-in-law and three grandchildren after his son dies. The show will be launched next fall behind *Cosby* before moving to its regular slot, said Tartikoff. At 8 p.m., a new half-hour comedy starring Loni Anderson will debut, about a rich widow who brings a down-on-his-luck uncle and one his cronies to live with her in Beverly Hills. That will be followed by the mid-season show, *Valerie*, from 8:30 p.m. to 9 p.m. Tartikoff said Sunday received the best of this year's pilots. "We addressed it first with our strongest test in drama and our strongest test in comedy," he said. "We are going right at *60 Minutes* and *Murder, She Wrote*." *NBC Sunday Night at the Movies* will round out the evening from 9 to 11 p.m. *Punky Brewster*, which bowed last season, is moving to syndication, while two other shows airing Sundays last season, *Alfred Hitchcock* and *Silver Spoons*, have been axed.

Despite the flop of NBC's "high concept" series last year, *Misfits of Science*, Tartikoff has not shied away from the genre. *ALF*, a half-hour comedy about a wisecracking, Muppet-like creature from outer space, will lead off Monday at 8 p.m. Following at 8:30 will be *Amazing Stories*, one of five series new last season that are returning to the NBC schedule. Last season, *Amazing* aired on Sunday at 8. *NBC Monday Night at the Movies* will return from 9 to 11. *Bloopers* has been canceled.

NBC's all-new Tuesday will feature two one-hour dramas, starting at 8 p.m. with *Matlock*, a spin-off series from last season's made-for-television movie, *Diary of a Per-*

Group W and Bristol-Myers set up program partnership

Two will produce weekly sitcom and series of health specials

Group W's station group and production arm announced a multiyear, multimillion-dollar partnership with Bristol-Myers last week that will include production of a weekly first-run sitcom for fall 1987. In addition, the agreement calls for production of a series of one-hour health specials for the station group and syndication, and advertising support by Bristol-Myers in all of Group W Production's programing for adults. The intent of the accord is to initiate a long-term relationship, according to both parties.

Edwin T. Vane, president and chief executive officer of Group W Productions, said that the idea of the co-production grew out of a meeting with Bristol-Myers during the NATPE International convention last January when the company's representatives presented the idea of the co-venture to a number of syndicators. A Group W presentation followed six to eights week later and the agreement was reached about three weeks ago.

Despite the number of first-run sitcoms currently in the market, Vane said that Group W feels an opportunity exists for it to develop a success in a program form "heretofore limited to the three networks." The five Group W stations, all affiliates, will carry the show, which will be sold on a barter basis with three minutes for the stations and three minutes for Group W and Bristol-Myers. Bristol-Myers will not take all of the three minutes. The sitcom is budgeted at approximately $350,000 per episode.

Vane said that the proposed sitcom production order by Group W and Bristol-Myers does not necessarily mean that the Group W stations will be checkerboarding first-run sitcoms in access in 1987. But Thomas Goodgame, president of the Group W television station group, said that by 1987, with the number of first-run sitcoms that will be in the marketplace, checkerboarding "will be an option we'd like to explore.

The development of the quarterly health specials was an outgrowth of Group W's success with *Second Chance*, a series of specials and public service announcements

'North and South' wins war for ABC

Powered by strong performances from each of the last five parts of its mini-series, *North and South: Book II*, ABC narrowly won the prime time race for the week ended May 11. ABC averaged a 15.6 rating/26 share, slightly ahead in rating and tied in share with NBC's 15.4/26. CBS garnered a 12.4/21. The percentage of homes using television (HUT) for the week of May 11 was 58.9%, up a half-point over last year's 58.4%.

Book II gave ABC victories on Tuesday and Wednesday (May 6 and 7), its two strongest nights, as well as Sunday (May 11) when the final episode toppled CBS from its usual first-place ranking and clinched the week for ABC. The mini peaked in rating and share on Wednesday (May 7) when part IV averaged a 22.9/36. All five episodes that aired during the week (part one appeared the week before) were among the top-10 ranked programs.

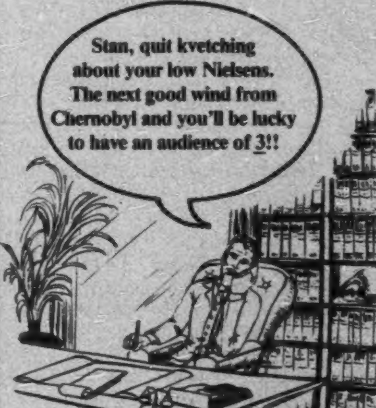
But even that strong showing wasn't enough to knock an original episode of *Cosby* from first place (28.3/49), or an original episode of *Family Ties* from second place (27.5/46).

Despite the overall strength of *Book II*, the conclusion of NBC's mini, *Deliberate Stranger*, beat part III of *Book II* on Monday (May 5), giving NBC the evening. NBC also won handily on Thursday and Saturday, which it dominated throughout the 1985-86 season. CBS won only Friday, with solid performances by *Dallas* and *Falcon Crest* from 9 to 11 p.m.

In the on-again-off-again horse race between the evening newscasts of CBS and NBC, the latter fell back as CBS increased its ratings lead to almost a point-and-a-half with an average 11.6/24 from May 5 to 9. NBC averaged a 10.3/22 and ABC scored a 9.6/20.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.3/49
2.	Family Ties	NBC	27.5/46
3.	North & South, Book II, pt. 4	ABC	22.9/36
4.	North & South, Book II, pt. 6	ABC	22.8/36
5.	Cheers	NBC	22.6/35
6.	Deliberate Stranger, pt. 2	NBC	21.7/32
7.	North & South, Book II, pt. 3	ABC	21.6/36
8.	North & South, Book II, pt. 5	ABC	20.8/32
9.	Night Court	NBC	20.4/31
10.	North & South, Book II, pt. 2	ABC	20.1/30
11.	Golden Girls	NBC	19.9/38
12.	Growing Pains	ABC	19.7/33
13.	Who's the Boss	ABC	19.6/35
14.	Miami Vice	NBC	18.8/33
15.	Dallas	CBS	18.6/32
16.	Highway to Heaven	NBC	17.2/30
17.	227	NBC	17.1/32
18.	60 Minutes	CBS	16.9/37
19.	Murder, She Wrote	CBS	16.9/30
20.	Falcon Crest	CBS	16.5/29
21.	Valerie	NBC	16.0/26
22.	Remington Steele	NBC	15.1/29
23.	Trapped in Silence	CBS	15.1/24
24.	Dalton: Code of Vengence 2	NBC	15.0/24
25.	Fast Copy	NBC	15.0/24
26.	Kate & Allie	CBS	14.1/21
27.	Knots Landing	CBS	14.0/22
28.	You Again	NBC	13.9/25
29.	Newhart	CBS	13.8/20
30.	MacGyver	ABC	13.6/24
31.	Blacke's Magic	NBC	13.4/21
32.	Facts of Life	NBC	13.2/27
33.	Hunter	NBC	13.1/20
34.	A Team	NBC	13.0/22
35.	Hardcastle & McCormick	ABC	12.8/22
36.	St. Elsewhere	NBC	12.5/20
37.	Young Again	ABC	12.4/24
38.	Scarecrow & Mrs. King	CBS	12.3/21
39.	Cagney & Lacey	CBS	12.2/18
40.	The Blue Lightning	CBS	12.1/19
41.	Leo & Liz in Bev. Hills	CBS	11.7/22
42.	Webster	ABC	11.5/24
43.	Knight Rider	NBC	11.3/22
44.	Magnum, P.I.	CBS	11.2/21
45.	Last Precinct	NBC	11.1/19
46.	Equalizer	CBS	11.0/19
47.	Stingray	NBC	11.0/19
48.	Alfred Hitchcock Presents	NBC	10.9/19
49.	Amazing Stories	NBC	10.6/20
50.	Crazy Like a Fox	CBS	10.3/22
51.	Mike Hammer	CBS	10.3/16
52.	Simon & Simon	CBS	10.0/17
53.	Bridges to Cross	CBS	9.9/15
54.	Gimme a Break	NBC	9.8/21
55.	Thunderball	ABC	9.2/16
56.	Airwolf	CBS	8.9/17
57.	20/20	ABC	8.6/15
58.	Charlie & Co.	CBS	8.1/17
59.	Miss Hollywood 1986	ABC	8.0/15
60.	West 57th	CBS	8.0/14
61.	Morningstar/Eveningstar	CBS	7.1/12
62.	Punky Brewster	NBC	7.0/14
63.	Mr. Sunshine	ABC	6.5/14
64.	Silver Spoons	NBC	5.9/13
65.	Joe Bash Special	ABC	5.2/10

*Indicates premiere episode


Stan, quit kvetching about your low Nielsens. The next good wind from Chernobyl and you'll be lucky to have an audience of 3!!

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and consultants
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Washington, D.C.
(202) 429-0658
Midwestern contact:
Walter H. Westman
(313) 881-5432

St., Slayton, Minn. 56172. Principal is owned by Honee Lee Longstreet and Joseph LeTendre. They have interest in KVRA(AM)-KVRF(FM) Vermillion, S.D. Filed March 27.

■ Oakridge, Ore.—Michael Liss seeks 92.1 mhz; 1 kw; HAAT: minus 833.1 ft. Address: Box 3437, Chico, Calif. 95927. Principal has no other broadcast interests. Filed May 5.

■ Reedsport, Ore.—Michael Liss seeks 92.1 mhz; 1 kw; HAAT: 302 ft. Address: Box 3437, Chico, Calif. 95927. Principal has no other broadcast interests. Filed May 5.

■ *Villanova, Pa.—Villanova University in the state of Pennsylvania seeks 88.5 mhz; 460 w; HAAT: 275 ft. Address: 19085. Principal is educational institution headed by John H. Driscoll. Filed May 7.

■ McKinnon, Tex.—David R. Ross seeks 101.5 mhz; 790 w; HAAT: 607.2 ft. Address: Route One, Dover, Tenn. 37058. Principal has no other broadcast interests. Filed May 7.

■ Palacios, Tex.—Bay Broadcasting Ltd. seeks 100.7 mhz; 3 kw; HAAT: 300 ft. Address: Highway 35 East, Bay City, Tex. 77414. Principal is principally owned by Brenda Clark. It owns KIOX(AM) Bay City, Tex. Filed May 7.

TV's

■ Bluefield, W.Va.—Paul Lambert Ltd. seeks ch. 40; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 301 ft.; ant. height above ground: 134.5 ft. Address: 205 Juneway Dr., Chittenango, N.Y. 13037. Principal is also app. for new TV in Toledo, Ohio. Filed May 7.

■ Bluefield, W.Va.—Berton Mowers seeks ch. 40; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 301 ft.; ant. height above ground: 134.5 ft. Address: P.O. Box 1797, Syracuse, N.Y. 13201. Principal has no other broadcast interests. Filed May 5.

Facilities Changes

Applications

AM's

Tendered

■ WSJP (1130 khz) Murray, Ky.—Seeks CP to increase day power to 2.5 kw, install DA-2, and make changes in ant. sys. App. May 12.

■ KREL (1280 khz) Henderson, Nev.—Seeks CP to change city of lic. to Paradise, Nev.; add night service with 360 w; install DA-2; change freq. to 1290 khz; change TL, and make changes in ant. sys. App. May 6.

■ KOB (770 khz) Albuquerque, N.M.—Seeks CP to operate experimental synchronous AM station simultaneous with KOB facility in Santa Fe, N.M., on same frequency. App. May 12.

Accepted

■ KOOL (960 khz) Phoenix—Seeks CP to change TL. App. May 8.

■ WMIB (1510 khz) Marco Island, Fla.—Seeks MP to augment day and night pattern. App. May 8.

■ WCHK (1290 khz) Canton, Ga.—Seeks CP to change TL. App. May 8.

■ WKYK (940 khz) Burnsville, N.C.—Seeks CP to change TL. App. May 7.

■ WWRL (1600 khz) New York—Seeks CP to augment day and night pattern. App. May 8.

FM's

Tendered

■ *KVCE (91.9 mhz) Fallon, Nev.—Seeks mod. of CP to change freq. to 89.5 mhz. App. May 12.

Accepted

■ KLQZ (107.1 mhz) Paragould, Ark.—Seeks CP to change ERP to 1.924 kw. App. May 7.

■ KFXE (92.3 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 938 ft. App. May 6.

■ KUTE (101.9 mhz) Glendale, Calif.—Seeks CP to change ERP to 2.36 kw. App. May 9.

■ KKLA (99.5 mhz) Los Angeles—Seeks mod. of CP to change HAAT to 618 ft. App. May 6.

■ *KIEG (90.3 mhz) Crested Butte, Colo.—Seeks mod. of CP to change TL. App. May 7.

■ *WNLE (91.7 mhz) Fernandina Beach, Fla.—Seeks CP to change ERP to 10 kw. App. May 7.

■ WPCI (105.5 mhz) Perry, Fla.—Seeks mod. of CP to change TL and change HAAT to 394.98 ft. App. May 7.

■ WBUS (96.7 mhz) Newnan, Ga.—Seeks CP to install aux. sys. App. May 12.

■ WEAG (93.1 mhz) Indianapolis—Seeks CP to install aux. sys. App. May 7.

■ WJSN-FM (97.7 mhz) Jackson, Ky.—Seeks mod. of CP to change ERP to .638 kw. App. May 6.

■ WKSQ (94.5 mhz) Ellsworth, Me.—Seeks CP to install aux. sys. App. May 7.

■ WJBQ-FM (97.9 mhz) Portland, Me.—Seeks CP to change TL; change ERP to 16 kw, and change HAAT to 889.21 ft. App. May 7.

■ WMCM (93.5 mhz) Rockland, Me.—Seeks CP to change TL; change ERP to .562 kw, and change HAAT to 612.5 ft. App. May 7.

■ WMJX (106.7 mhz) Boston—Seeks CP to install aux. sys. App. May 12.

■ *WUMB-FM (91.9 mhz) Boston—Seeks mod. of CP to change TL; change ERP to .66 kw, and change HAAT to 205 ft. App. May 7.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Seeks CP to change ERP to 100 kw. App. May 7.

■ WPCM (101.1 mhz) Burlington-Graham, N.C.—Seeks CP to change TL and change HAAT to 1,189.98 ft. App. May 7.

■ KLSI (93.3 mhz) Kansas City, Mo.—Seeks mod. of CP to change HAAT to 1,066 ft. App. May 6.

■ KCLU-FM (94.3 mhz) Rolla, Mo.—Seeks mod. of CP to change tower height to 114 ft. App. May 6.

■ KHHC (95.3 mhz) Seligman, Mo.—Seeks mod. of CP to change TL; change ERP to 1.1 kw, and change HAAT to 556 ft. App. May 8.

■ KUDO (93.1 mhz) Las Vegas—Seeks mod. of CP to move SL to 66 East Tropicana Ave., Las Vegas.

■ WKPQ (105.3 mhz) Hornell, N.Y.—Seeks mod. of CP to change ERP to 5.6 kw and change TL. App. May 7.

■ *WDAV (89.9 mhz) Davidson, N.C.—Seeks CP to change ERP to 100 kw. App. May 7.

■ WZOL (92.1 mhz) Luquillo, P.R.—Seeks mod. of lic. to move SL outside community of lic. to Villa Fontana Park, Carolina, P.R. App. May 7.

■ KWDC (99.1 mhz) Denton, Tex.—Seeks mod. of CP to change HAAT to 1,147.6 ft. App. May 7.

■ KVIC (95.1 mhz) Victoria, Tex.—Seeks CP to change ERP to 100 kw. App. May 6.

■ *WGNV (88.5 mhz) Milladore, Wis.—Seeks CP to change TL; change ERP to 23 kw; change HAAT to 583.84 ft. App. May 9.

TV's

Accepted

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to move SL outside community of lic. App. May 7.

■ KTAJ (ch. 16) St. Joseph, Mo.—Seeks MP to move SL outside community of lic. App. May 6.

Actions

AM's

■ KUET (710 khz) Black Canyon, Ariz.—Returned app. to increase day power to 50 kw and increase night power to 4.5 kw. Action May 6.

■ KERI (1180 khz) Wasco, Calif.—Granted app. to increase day power to 50 kw; install DA-2, and make changes in ant. sys. Action May 2.

■ WROL (950 khz) Boston—Returned app. to add night service with 1 kw and make changes in ant. sys. Action May 2.

■ KLPW (1220 khz) Union, Mo.—Granted app. to make changes in ant. sys. Action May 2.

■ WIMG (1300 khz) Trenton, N.J.—Granted app. to make changes in ant. sys. Action May 1.

■ KUIK (1360 khz) Hillsboro, Ore.—Granted app. to increase day power to 5 kw. Action May 2.

■ WEKO (930 khz) Cabo Rojo, P.R.—Granted app. to make changes in ant. sys. Action May 2.

FM's

■ KMZK (106.3 mhz) Sun City, Ariz.—Granted app. to move SL to 10820 Oakmont Drive, Sun City. Action April 30.

■ KWSS (94.5 mhz) Gilroy, Calif.—Granted app. to install new transmission sys. Action April 30.

■ *WWEV (91.5 mhz) Cumming, Ga.—Granted app. to change HAAT to 961.04 ft. Action May 6.

■ KLSS-FM (106.1 mhz) Mason City, Iowa—Granted app. to increase ERP to 100 kw. Action May 6.

■ WPOR-FM (101.9 mhz) Portland, Me.—Granted app. to install aux. sys. Action May 2.

■ *WERS (89.9 mhz) Boston—Granted app. to change ERP to 3 kw. Action May 6.

■ *KEMC (91.7 mhz) Billings, Mont.—Granted app. to change ERP to 72 kw; change HAAT to 662.56 ft., and change TL. Action May 6.

■ WHTZ (100.3 mhz) Newark, N.J.—Granted app. to install aux. sys. Action March 5.

■ WPRO-FM (92.3 mhz) Providence, R.I.—Granted app. to install aux. sys. Action April 29.

■ *KNTU (88.1 mhz) Denton, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 402 ft., and make changes in ant. sys. Action May 2.

■ KMXU (105.1 mhz) Manti, Utah—Granted app. to change TL; change ERP to 63 kw, and change HAAT to 2,358.32 ft. Action May 6.

TV's

■ WXIX-TV (ch. 19) Newport, Ky.—Granted app. to change ERP to vis. 4,646, aur. 464.6 kw. Action April 28.

■ WMKT (ch. 54) Muskegon, Mich.—Granted app. to change ERP to vis. 4,395 kw, aur. 440 kw. Action April 28.

■ WEJC (ch. 20) Lexington, N.C.—Dismissed app. to move main SL outside community of lic. Action April 8.

■ WLFL-TV (ch. 22) Raleigh, N.C.—Dismissed app. to move SL to Durham, N.C. Action May 1.

■ WBNX-TV (ch. 55) Akron, Ohio—Granted app. to replace ant. Action April 25.

■ WECN (ch. 64) Naranjito, P.R.—Granted app. to replace ant. Action April 25.

■ *WVER (ch. 28) Rutland, Vt.—Granted app. to change

Summary of broadcasting
as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

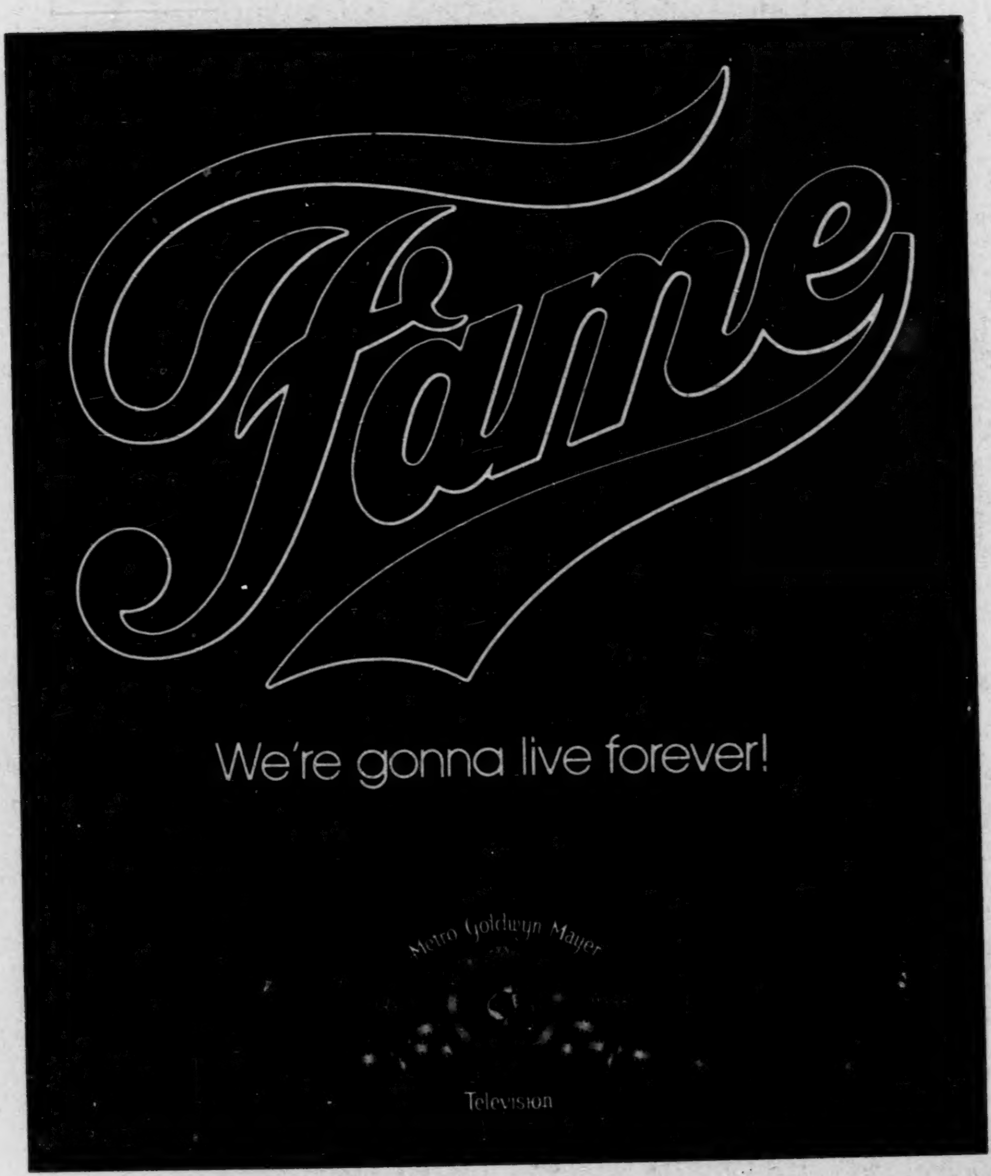
* Includes off-air licenses.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 26


Fame
We're gonna live forever!
Metro Goldwyn Mayer
Television

55th Year 1986

LORIMAR-TELEPICTURES STILL ON A ROLL

20814SRI AT8501 ZWZ
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BETHESDA MD 20814

Vol. 110 No. 21

Broadcasting ⚡ May 26

Lorimar-Telepictures buys seven KKR TV stations for $1.85 billion

CBS affiliates coverage

BIG BUY ☐ Lorimar-Telepictures purchases seven television stations from Kohlberg, Kravis, Roberts & Co. for $1.85 billion. Move makes program producer and syndicator 10th largest group television operator. **PAGE 35.**

PREPARING PAPERS ☐ CIA director William Casey asks Justice Department to prosecute NBC over news report dealing with U.S. intelligence activities. **PAGE 37.**

METER POSTPONEMENT ☐ Nielsen delays full introduction of people meter rating service, choosing to retain diary/meter method for 86-87 season. **PAGE 38.**

BUYBACK ☐ Viacom buys back stock from Icahn Group for nearly $217 million. **PAGE 39.**

AFFILIATE CONFAB ☐ CBS affiliates hear network representatives say they are not sitting still after their second-place finish in the 1985-86 prime time ratings race. Wyman, Leahy, Jones, Jankowski, Malara, Grant, LeMasters and Poltrack among those addressing audience. **PAGE 52.**

RADIO OUTLOOK ☐ NAB expects some 6,000 attendees for September radio convention in New Orleans. **PAGE 52.**

NETWORK DEFINITION ☐ NAB wrestling with bylaws change affecting the eligibility of radio networks to serve on the radio board. **PAGE 53.**

YEAR EARLY ☐ Embassy will place *Silver Spoons*, with 24 new episodes, into syndication in 1986, one earlier year than previously announced. **PAGE 55.**

LOBBYING CRITIQUE ☐ NBC's Grant Tinker says MPAA president Jack Valenti should remove himself from debate between networks and production community over costs, production arrangements. **PAGE 56.**

ANOTHER WIN ☐ NBC, with the help of *Wings* mini-series, takes the prime time ratings week. **PAGE 57.**

PAC TIME ☐ Political action committees gearing up for fall election by filling candidates' campaign coffers. **PAGE 59.**

NEWS STORY ☐ Despite some cutbacks and temporary shutdowns, Fox says its commitment to news operations remains strong. **PAGE 66.**

ISSUE IS ☐ News media analysts examine questions of credibility. **PAGE 67.**

SOUND OF THE 80's ☐ Satellite Music Network and Transtar are finding success with satellite-delivered, 24-hour formats to radio stations. **PAGE 69.**

GANNETT CHANGES ☐ Neuharth steps down as CEO, succeeded by Curley. Gannett to buy two Kansas City radio stations. **PAGE 72.**

NEWSPAPER NEWS ☐ Dissident Pulitzer shareholders drop fight. Taubman responds by filing suit. **PAGE 75.**

RIGHT HAND MAN ☐ Terence McGuirk has gained the trust of Ted Turner and a position of authority at TBS. **PAGE 95.**

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confirmed that NBC and ABC are continuing to negotiate—both separately and together—with producers on the cost containment issue and that "progress has been made."

The speech recalled a strongly worded address to members of the Academy of Television Arts and Sciences three years ago during which Tinker argued in favor of a relaxation of the FCC's financial interest and syndication rules that would allow network profit participation in the syndication of prime time programing. Tinker conceded that his credibility may have been questioned at that time because of his network status, but he asked last week that producers evaluate his remarks with the knowledge that he will soon join their ranks.

"Not so long after the GE/RCA marriage is consummated, I'll work out an orderly exit," he explained. "My thought is to get back into the production business, in some modest fashion not too different from the way I was in it before."

On the subject of television in general, Tinker contended that "on balance and on average, television programs today are the best they've ever been. We should not be misled into thinking otherwise by the incessant negative chorus of criticism which largely address our lesser efforts . . . The level of our programing work is high. I think it can go still higher." ☐

Ad agencies review the fall schedules

With all three television network schedules assembled (BROADCASTING, May 19), advertising agency executives gave ABC high marks for its moves to rebuild its prime time slate. Preliminary analyses of the lineups were offered with the understanding that the executives would not be identified, to protect their bargaining positions in the upfront advertising market.

Based on clips and what they had seen at the networks' May screenings in Los Angeles, the agency officials cited ABC's *Sledgehammer*, a parody of the macho cop often seen on television and in the movies, and that network's *Head of the Class*, starring Howard Hessman as a teacher of gifted students, as possible ratings winners. Although it was mentioned as promising, *Sledgehammer* was also said to be a "wild card" in the ABC schedule.

NBC's most promising new entries were said to be *Ben Matlock*, starring Andy Griffith, and Stephen Bochco's *L.A. Law. ALF* was mentioned as NBC's wild card, both by the agency executives and Brandon Tartikoff, president of NBC Entertainment. Following the presentation of the NBC schedule on May 15, a number of the agency executives had praise for the network's move of *Miami Vice* from 10-11 p.m., to 9-10 p.m., opposite CBS's *Dallas*. "Both shows can exist comfortably during that time period," said one agency executive, citing their different demographic appeals. *Dallas* skews primarily to an older audience, while *Miami Vice* skews younger.

Reaction to the CBS schedule was a bit more subdued. According to more than one observer, a number of older series that CBS moved to new time periods were poor candidates for moves. And CBS's retention of some older series, such as *Magnum P.I.* and *Simon and Simon*, "tells us that development was bad," said Jon Murray, assistant director of programing services at the rep firm, Harrington, Righter & Parsons. HRP represents an all-affiliate lineup of stations for national advertising sales.

Not all of the executives to whom BROADCASTING spoke had seen all of the network pilots; indeed, pilots have not been produced for all of the recently scheduled shows. The introduction of two news programs in the prime time schedules—*1986* on NBC and *Our World* on ABC—was greeted enthusiastically from a cost standpoint by the executives. Even if the shows do not score big ratings, they said, advertising rates will be cheaper and could produce efficient buys. ☐

NBC flies highest despite slightly clipped 'Wings'

Even with a less-than-spectacular performance from its two-part, five-hour mini-series, *On Wings of Eagles*, NBC captured week four (May 12-18) of the post-season prime time ratings race with a 15.3 rating, 26 share. CBS was second with a 14.5/25 and ABC was third with a 13/22. A year earlier, CBS won the week with a 15.5/26, with NBC finishing second with a 14.3/24 and ABC third with a 13.2/22. The level of homes using television (HUT) for the week averaged 58.7%, down from last year's 59.4%. The *CBS Evening News* was first in the weekday news race by a full rating point for the week ended May 16, with an average 11.8/24, ahead of NBC's 10.8/23 and ABC's 9.9/20.

Part I of *Wings*, which aired Sunday, May 18, from 8 p.m. to 11 p.m. on NBC was expected to be in the top-10 ranked programs for the week. It ended up the 20th-ranked show, with a 17.0/28, soundly beaten by an original made-for on CBS, *Stagecoach*, which averaged a 22.5/36 at 9-11 p.m., and its lead-in, an original episode of *Murder, She Wrote*, which averaged a 21.7/36. Those two shows were the fifth- and sixth-ranked programs for the week. An original made-for on ABC that evening, *Brotherhood of Justice*, aired from 9 to 11 p.m. and averaged a 11.3/21, making the special the 39th-ranked program of the week.

NBC chalked up strong performances on Thursday (May 15) and Saturday (May 17), as it did throughout the season, and coupled those with a solid win on Monday (May 12), when it aired a three-hour special honoring itself, *NBC's 60th Anniversary Celebration*. The special averaged an 18.2/29 and was the 16th-ranked program for the week.

ABC won Tuesday (May 13) and Wednesday (May 14) where it has been strong all season. In addition to Sunday, May 18, CBS took Friday, May 16. The win was anchored with a solid rating performance by the season-ending *Dallas* cliff-hanger, featuring the return to the program of Patrick Duffy as Bobby Ewing. *Dallas* that night averaged a 24.9/42, the third-ranked program of the week. A rerun of the theatrical movie, "Poltergeist," on ABC, averaged a 9.2/16. NBC was able to build audience throughout the night, peaking from 10 to 11 p.m. with a 17.7/30 for a *Miami Vice* rerun, giving it second place for the evening.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.8/54
2.	Family Ties	NBC	29.1/47
3.	Dallas	CBS	24.9/42
4.	Cheers	NBC	24.4/37
5.	Stagecoach	CBS	22.5/36
6.	Murder, She Wrote	CBS	21.7/36
7.	Night Court	NBC	21.6/33
8.	60 Minutes	CBS	20.8/41
9.	Dynasty	ABC	20.5/32
10.	Knots Landing	CBS	20.0/33
11.	Moonlighting	ABC	19.3/30
12.	Hotel	ABC	18.8/33
13.	Who's the Boss	ABC	18.8/33
14.	Falcon Crest	CBS	18.8/32
15.	Growing Pains	ABC	18.8/31
16.	NBC's 60th Anniversary	NBC	18.2/29
17.	Miami Vice	NBC	17.7/30
18.	Convicted	ABC	17.4/27
19.	Golden Girls	NBC	17.3/33
20.	On Wings of Eagles, pt. 1	NBC	17.0/28
21.	227	NBC	16.2/30
22.	Highway to Heaven	NBC	15.5/26
23.	Stingray	NBC	14.9/25
24.	MacGyver	ABC	14.7/26
25.	Newhart	CBS	14.7/22
26.	Dynasty II: The Colbys	ABC	14.6/22
27.	20/20	ABC	14.4/24
28.	Hunter	NBC	14.4/22
29.	Kate & Allie	CBS	14.2/22
30.	Second Serve	CBS	13.6/22
31.	Leo & Liz in Bev. Hills	CBS	13.0/25
32.	Joe Piscopo Special	ABC	12.7/22
33.	A Team	NBC	12.6/22
34.	Hill Street Blues	NBC	12.6/20
35.	Scarecrow & Mrs. King	CBS	12.4/21
36.	Love Boat	ABC	12.3/23
37.	Facts of Life	NBC	12.2/25
38.	Cagney & Lacey	CBS	12.1/20
39.	Brotherhood of Justice	ABC	11.6/19
40.	Remington Steele	NBC	11.3/21
41.	Blacke's Magic	NBC	11.1/19
42.	Stark: Mirror Image	CBS	11.0/18
43.	Bridges to Cross	CBS	10.9/17
44.	Magnum, P.I.	CBS	10.7/20
45.	Webster	ABC	10.6/22
46.	Disney Sunday Movie	ABC	10.6/19
47.	Hardcastle & McCormick	ABC	10.6/18
48.	Crazy Like a Fox	CBS	10.5/22
49.	Gimme a Break	NBC	10.3/23
50.	Simon & Simon	CBS	10.1/17
51.	Knight Rider	NBC	9.9/20
52.	Orphan Animals	CBS	9.6/16
53.	Dom De Luise & Friends	ABC	9.5/18
54.	West 57th	CBS	9.4/16
55.	Poltergeist	ABC	9.2/16
56.	Last Precinct	NBC	8.8/15
57.	Charlie & Co.	CBS	8.7/18
58.	Airwolf	CBS	8.1/15
59.	Benson	ABC	6.4/13
60.	Mr. Sunshine	ABC	6.0/13
61.	Ripley's Believe It or Not	ABC	5.4/9
62.	Fast Copy	NBC	5.1/10

*indicates premiere episode

Fifth Estate funds: PAC update

Returns in on first-quarter FEC filings for communications-related political action committees

As the 1986 elections draw closer, contributions to key communications and copyright policymakers are beginning to increase. Political action committees (PAC's) sponsored by the leading broadcasting, cable and motion picture industries, in first-quarter filings at the Federal Election Commission, raised more than $140,000 and distributed $83,230. Leading the way in first-quarter contributions (Jan. 1 to March 31, 1986) was the National Association of Broadcasters' TARPAC (Television and Radio PAC) which reported $79,403 "cash on hand" at the beginning of the year, $19,867 in receipts and $45,135 in disbursements. The National Cable Television Association's CablePac raised $68,554 and spent $19,069. CablePAC reported $45,313 "cash on hand" at the beginning of the year. The Association of Independent Television Stations PAC listed $60,525 in receipts and $8,600 in disbursements with $3,123 cash on hand.

While TARPAC is considered the leading political fund raiser for the broadcasting industry, several group operators have their own committees. The same holds true for NCTA (BROADCASTING, April 14). In the production community, contributions from the Motion Picture Association of America's PAC were less than those of CablePAC and TARPAC, with $8,025 in contributions and $1,000 in receipts. MPAA reported $11,930 in cash at the start of the year. Despite those lower figures, contributions from the many studios and production companies that have their own PAC's and from individuals in the creative community often lead the broadcasting and cable industries.

Much of the Fifth Estate PAC money goes to members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications policy, and the House and Senate Judiciary Committees, which oversee copyright matters. Members of the House and Senate Budget and Appropriations Committees and the House Ways and Means Committee often receive contributions (see below).

Individual contributions from industry leaders, lobbyists and lawyers active in communications issues are also given to the lawmakers, in addition to money disbursed by leading associations (see chart, page 60). On the House side, for example, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who is waging a campaign battle for a Senate seat, reported receiving $620,732 in contributions for the first quarter of 1986.

Among some of the individuals supporting Wirth: Richard Ramirez, WHCT-TV Hartford, Conn., $500; Frank Biondi, Coca-Cola Enterprises, $250; Corporation for Public Broadcasting board member Sharon P. Rockefeller, $1,000, and husband Senator John (Jay) D. Rockefeller (D-W.Va.), $1,000; Alan Horn, 20th Century Fox, $250; Joel Jankowski, Akin, Gump, Strauss Hauer & Feld (a law firm that lobbies on behalf of MPAA), $500; lobbyist Howard G. Paster, Timmons & Co., $500; Grant Tinker, NBC, $500; Michael Medavoy, Orion Pictures, $500; Michael Bader, of the law firm of Haley, Bader & Potts, $600, and Joan Bader, $400; David Lloyd, Arnold & Porter, $250; Stephen M. Boyd, Bryan, Cave, McPheeters & McRoberts, $500; Richard M. Schmidt Jr., Cohn & Marks, $500; Alfred Taubman, Detroit businessman who has made a bid for the Pulitzer Publishing Co., $1,000; Charles Fries, Charles Fries Productions, $500; Thomas Hale Boggs Jr., Patton, Boggs & Blow, $504; law firm of Pierson, Ball & Dowd, $500, and law firm of O'Connor & Hannan, $250; George Beasley, Beasley Broadcast Group, $300, and Robert Regalbuto, WCPO-TV Cincinnati, $300.

Contributions to Wirth's campaign were also made by: Democratic Senatorial Campaign Committee, $17,500; General Electric NonPartisan Political Support Committee, $500; MCA PAC, $500; American Family PAC (committee for group broadcaster American Family Corp.), $1,000; Warner Amex Cable PAC, $100; Turner Broadcasting PAC, $1,250; American Society of Composers Authors and Publishers PAC, $500; SPACE PAC (Satellite Television Industry Association), $2,400; Verner, Liipfert, Bernard, McPherson & Hand PAC, $600, and Cable Systems Corp. PAC, $500.

Also running for the Senate is Representative James T. Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee, who has raised $1,224,504 so far this year. Those contributing to Broyhill's campaign include: Warner Amex Cable Communications PAC, $1,000; Jefferson-Pilot Federal Good Government Committee, $1,000; Gulf & Western Industries PAC, $1,000; American Family PAC, $125; O'Connor & Hannan, $500, and Bernard Wunder Jr., McNair, Glenn, Konduros, $500.

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is seeking reelection and has received $143,456 in contributions for the first quarter of 1986 from, among others: American Society of Composers, Authors and Publishers, $1,000; Fletcher, Heald & Hildreth, $500; Pierson, Ball & Dowd, $500; American Family PAC, $500; AT&T PAC, $5,000; Coca-Cola PAC, $500; COMSATPAC, $500; Crowell & Moring PAC, $500; Recording Arts PAC, $500; Joel Jankowsky, Akin, Gump, Strauss, Hauer & Feld, $500, and James G. O'Hara, Patton, Boggs & Blow, $500.

One House member who may exercise considerable influence on communications policy in the future is Representative Edward J. Markey (D-Mass.), who is in line to succeed Wirth as House Telecommunications Subcommittee chairman. According to FEC filings for the first quarter of 1986, Markey listed $29,807 in receipts. Individual contributors included NCTA President James P. Mooney, $300; Edward Taptich, McKenna & Wilkinson, $250, and John Stanton, McCaw Communications, $500.

On the Senate side, incumbent Senate Commerce Committee member Bob Packwood (R-Ore.), who raised $727,497 in the first quarter, reported a total of $5,865,065 in receipts since 1985. Senator Ernest Hollings (D-S.C.), ranking minority member of the Senate Commerce Committee, who is up for reelection, received $330,078 in contributions in the first quarter and a total of $1,358,786 since 1985.

Hollings contributors include: American Family Corp.'s John Amos, $1,000; Garner Anthony, Cox Enterprises, $100; W. L. Bolster, KSDK-TV St. Louis, $500; Daniel B,

Lichter look. A committee of the Corporation for Public Broadcasting board has decided to consider having a "content analysis" done of public affairs documentaries on public television. If approved, the two-year study would cost CPB about $185,000, depending on its scope, according to S. Robert Lichter, George Washington University political science professor, who would conduct the study with his wife, Linda (a co-director of the Washington-based Center for Media and Public Affairs). The proposed study, which was discussed at the CPB board's mission and goals committee meeting May 16, would "chart systematically, over a period of time," the themes, topics and information sources presented in some of PBS's programs. It would either examine shows from one season, or look at random samples of past programs, and would provide CPB with a scientific, objective "basis to understand" its programing, Robert Lichter said. "Instead of trading charges" of bias about PBS programs, Lichter added, there would be actual information on the content of the programing. The Lichters first suggested the idea to CPB "months ago," Robert Lichter said, adding that the proposal is still in "very preliminary" stages. A more detailed proposal will be presented at the CPB board's next meeting June 26-27.

Burke, Capital Cities/ABC, $500; Anne Cox, Cox Communications, $500; Ro D. Grignon, Taft Broadcasting, $100; James Hart, WBIR-TV Knoxville, Tenn., $100; Stanley S. Hubbard, Hubbard Broadcasting, $1,000; Dixon C. Lovvorn, WIS-TV Columbia, S.C., $95; James Lynagh, Multimedia Broadcasting, $100; Dan Naslankowski, WZTV(TV) Nashville, $100; Don McGourik, WMAZ-TV Macon, Ga., $100; Charles Mechem Jr., Taft Broadcasting, $100; Thomas Murphy, Capital Cities/ABC, $500; Roy Park, Park Communications, $250; Tom Paro, Maximum Service Telecasters, $250; Donald Pels, LIN Broadcasting, $250; Ward L. Quaal, Quaal Co., $1,000; Daniel Ritchie, Westinghouse Broadcasting & Cable, $1,000; John Rivers, WCSC-TV Charleston, S.C., $100; Donald Sbarra, Multimedia Cablevision, $100; William Schwartz, Cox Enterprises, $150; Dudley Taft, Taft Broadcasting, $100; Ted Turner, Turner Broadcasting System, $500; Carlyle Wagner, Taft Broadcasting, $100; Wilson Wearn, Multimedia, $1,000; Mike Weinblatt, Multimedia Entertainment, $100; Kenneth James Yager, WSPA-AM-TV Spartanburg, S.C., $1,000, and Coca-Cola PAC, $1,000.

In the Senate Judiciary Committee, Patrick Leahy (D-Vt.), ranking minority member on the Copyright Subcommitte, is seeking reelection. The Judiciary Committee is currently the scene of a major legislative fight among Hollywood, the music licensing organizations and television stations over music licensing. According to FEC reports, Leahy listed $280,824 in receipts for the first quarter of 1986 and a total of $818,851 since last year. Contributors include: Henry and Virginia Mancini, $2,000 and $1,000, respectively; Kelly Smith, Embassy Television, $1,000; Alan Horn, 20th Century Fox, $2,000; Norman Lear, $1,000; columnist Abigail Van Buren, $500; Gail Harrison, Wexler, Reynolds, Harrison & Schule, $333.30; Romano Romani, Parry & Romani Associates, $1,500; Nolanda Hill, Hill Broadcasting, $500; Allan Burns, MTM Enterprises, $250; Robert Schule, Wexler, Reynolds, Harrison & Schule, $333; Stuart Subotnick, Metromedia, $500; Anne Wexler, Wexler, Reynolds, Harrison & Schule, $333; Verner, Liipfert, Bernard, McPherson & Hand PAC, $2,000; COMSATPAC, $1,000, and American Society of Composers, Authors and Publishers PAC, $1,000.

□

Below, BROADCASTING has compiled a list of some of the Fifth Estate PAC's with totals for each candidate for the first three months of 1986. (The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses.) Incumbent Senate members up for re-election this year are in bold. Members' major committee assignments are identified by: CC-House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committees, and WMC—House Ways and Means Committee.

NAB (TARPAC)

Cash on hand: $79,403.76
Total receipts: $19,867.14
Disbursements: 45,135.71

House

Beryl Anthony (D-Ark.) WMC	$1,000
Tom Bliley (R-Va.) TS	$900
John Breaux (D-La.)	$1,000
James Broyhill (R-N.C.) CC	$3,000
Frederick Boucher (D-Va.) CS	$2,500
Jim Bunning (Republican candidate for Kentucky House seat)	$500
Joe Canada (Republican candidate for Virginia House seat)	$250
Cardiss Collins (D-Ill.) TS	$500
Dennis E. Eckart (D-Ohio) CC	$300
Fred Grandy (Republican candidate for Iowa House seat left vacant by Berkley Bedell [D-Iowa])	$500
Jim Lightfoot (R-Iowa)	$1,000
Robert Matsui (D-Calif.) WMC	$350
Robert Michel (R-Ill.) minority leader	$1,000
Henson Moore (D-La.) BC, WMC	$1,000
Connie Morella (Republican candidate for Maryland House seat left vacant by Michael D. Barnes [D])	$250
Gerry Sikorski (D-Minn.) CC	$250
Ike Skelton (D-Mo.)	$250
Neal Smith (D-Iowa) AC	$500
Al Swift (D-Wash.) TS	$1,000

Senate

Alfonse D'Amato (R-N.Y.) AC	$1,600
Ernest Hollings (D-S.C.) AC, CmS	$4,000
Robert Kasten (R-Wis.) AC, BC, CC	$1,000
Frank Murkowski (R-Alaska)	$1,000
Paul Trible (R-Va.) CC	$1,000

Other

The House Leadership Fund	$2,500
U.S. Senate Democratic Leadership Circle	$10,000

NCTA

Cash on hand: $45,313.75
Total receipts: $68,554
Disbursements: 19,069

House

Jim Bates (D-Calif.) TS	$1,000
David Dreier (R-Calif.)	$250
Barney Frank (D-Mass.) CS	$500
Richard Gephardt (D-Mo.) WMC	$500
Dan Glickman (D-Kan.) JC	$500
Tom Kindness (R-Ohio) CS	$500
Mickey Leland (D-Tex.) TS	$4,000
Barbara Mikulski (D-Md.) CC	$1,100
Dave Obey (D-Wis.) AC	$500
Wayne Owens (Democratic candidate opposing Representative David Monson [R-Utah])	$250
Mike Oxley (R-Ohio) TS	$2,000
J.J. Pickle (D-Tex.)	$1,000
Al Swift (D-Wash.) TS	$1,000
Tim Wirth (D-Colo.) TS	$2,000

Senate

Slade Gorton (R-Wash.) BC, CmS	$1,000
Charles Grassley (R-Iowa) BC, JC	$1,000
Frank Murkowski (R-Alaska)	$1,000

INTV

Cash on hand: $3,123.89
Total receipts: $60,525
Disbursements: 8,600

House

Tom Bliley (R-Va.) TS	$300
James Broyhill (R-N.C.) CC	$500
John Bryant (R-N.C.) TS	$500
Jack Fields (R-Tex.) TS	$500
Dan Glickman (D-Kan.) JC	$500
Nancy L. Johnson (R-Conn.)	$500
Gerry Sikorski (D-Minn.) CC	$250
Tom Tauke (R-Iowa) TS	$500

Moratorium blocked. Efforts to attach a scrambling moratorium amendment to the "Federal Fire and Prevention Control Act" pending in the Senate (BROADCASTING, May 19) were dropped last week. Senators Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.), who were leading the drive for a moratorium, backed off after Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) agreed to permit hearings on scrambling broadcast and cable signals delivered by satellite (a hearing will be held in July). Ford and Bumpers had indicated earlier that their real motive for the moratorium was to get a commitment for a hearing. Although Goldwater agreed to a hearing, he is refusing to chair it. Senator Slade Gorton (R-Wash.), who was instrumental in persuading Goldwater to change his mind, will preside. Gorton was anxious to see the scrambling amendment fall to the wayside so as not to harm his chances of attaching a daylight saving time amendment to the bill.

On that front, the Senate passed an amendment that would advance daylight saving time by three weeks from the last Sunday in April to the first Sunday in April. A similar measure was adopted by the House last year. The House version would not only make those changes in the spring but would also add another week of daylight-saving time in the fall. Standard time would begin the first Sunday of November rather than the last Sunday in October. (Uniform poll closing legislation pending in the Senate and passed by the House would extend daylight saving time for two weeks longer in the Pacific time zone [BROACASTING, Feb. 3]). The National Association of Broadcasters opposed the measure. "We regret that Congress supports this extension, which will make it harder for daytime broadcasters to serve the needs of their communities," said John Dille, chairman of the National Association of Broadcasters radio board and president of Federated Media, Elkhart, Ind. Dille noted that the legislation authorizes the FCC to make such powers and operating hour adjustments that may be permitted under existing treaties. "We hope the commission will take note of this language," he said.

Senate

Christopher Bond (Republican candidate for Missouri Senate seat left vacant by Senator Thomas F. Eagleton [D])	$500
Paula Hawkins (R-Fla., chairman, Children, Family, Drugs & Alcoholism Subcommittee)	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Robert Kasten (R-Wis.) AC, BC, CC	$1,000
Arlen Specter (R-Pa.) AC, JC	$1,000

Other

The House Leadership Fund	$500

Motion Picture Association of America

Cash on hand: $11,930.97
Total receipts: $1,000
Disbursements: $8,025

House

Tom Daschle (D-S.D.)	$500
Sam Gibbons (D-Fla.) WMC	$1,000
James R. Jones (D-Okla.) WMC	$1,000
Raymond McGrath (R-N.Y.) WMC	$500
Marty Russo (D-Ill.) BC, WMC	$525.80
Ron Wyden (D-Ore.) CC	$500

Senate

Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.])	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Daniel Patrick Moynihan (D-N.Y.) BC	$1,000
Arlen Specter (R-Pa.) AC, JC	$1,000

TELECASTINGS

Crosstown traffic

Capcities/ABC-owned KABC-TV Los Angeles and KGO-TV San Francisco have signed agreements to install Jefferson-Pilot Data Systems sales-traffic and financial management computer systems.

The supplier's JDS 2000 system, which runs on IBM System 36 hardware, is also in use at Capcities/ABC's KTRK-TV Houston and KFSN-TV Fresno, Calif. NBC- and Viacom-owned radio stations also announced plans earlier this spring to purchase the system.

JDS is a division of Charlotte, N.C.-based Jefferson-Pilot Communications Co., owner of 11 radio and two TV stations. According to a spokesman, JDS has over 300 of its computer systems in operation at broadcast and cable facilities.

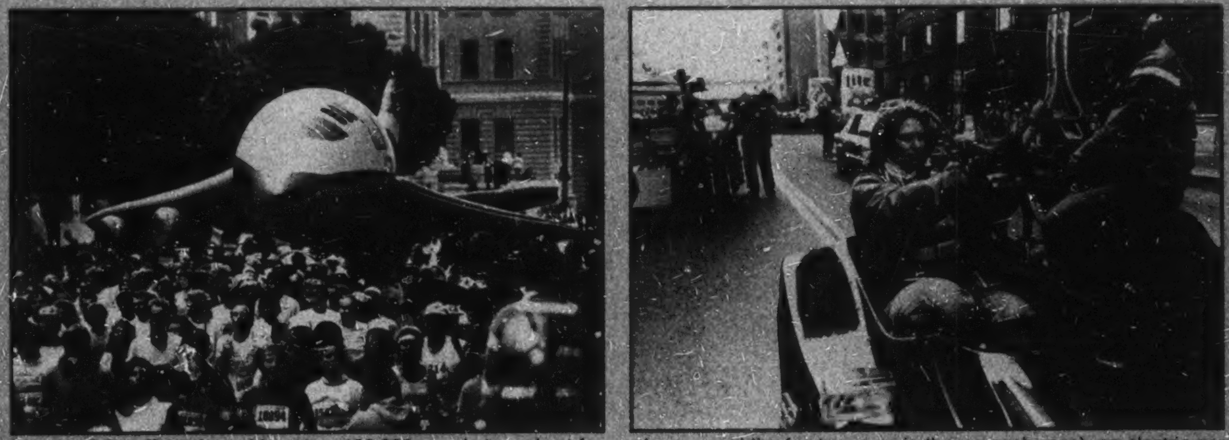
The company has also introduced several new PC-based computer software packages, including a productivity system for TV sales and research, a call-out-research system and a new sales-traffic-billing system for radio using IBM's new desktop IBM 36 PC.

Playing ball

On June 23-24, Newstar Sports, a New York-based sports marketing firm, will sponsor The Sports Conference, a series of seminars, panels and luncheons at New York's Waldorf hotel, where advertisers, business people and athletes will discuss the future of professional sports on broadcast outlets. Among those scheduled to appear are Neal Pilson, executive vice president, CBS/Broadcast Group, who will provide an overview of sports on network television and radio; Mike Roarty, executive vice president, Anheuser-Busch, who will speak on "Sports as a Sales Tool"; INTV President Preston Padden, who will speak on the importance to sports of independent stations, and Rick White, executive vice president of Major League Baseball, who will review licensing with baseball teams.

Landau status

Former Corporation for Public Broadcasting Chairman Sonia Landau, whose term expired last March, although the White House has announced plans to renominate her to the board, has denied press reports that said she believes Senator Jay Rockefeller (D-W.Va.) is "blocking her confirmation." She told BROADCASTING last week that "I understand he [Rockefeller] is voting against me, and what other forms this takes on remains



Streets of San Francisco. More than 100,000 people turned out for the 75th running of the Bay to Breakers race on May 18. In the third year of a five-year contract, KPIX(TV) San Francisco was well-prepared for the event, which is called the biggest foot race in the world as well as the oldest consecutively run contest. The station used 12 cameras and 10 personalities in various locations along the 12-kilometer route. Vehicles included four motorcycles (including the one pictured at right carrying news anchor Kate Kelly in a sidecar as she covered the front runners in the women's race), an electric car, three helicopters and stationary cameras in cherry pickers and on rooftops. (The large balloon at left floating above the runners near the finish line was not a KPIX vehicle.)

An estimated 400,000 people watched the live race coverage (an increase from 1985 of 21%, according to Arbitron, 24% in Nielsen) and saw Grete Waitz set a new women's record and Ed Eyestone set a new course record.

10031. Principal has no other broadcast interests. Filed May 2.

■ Topsham, Me.—Mainely Music Ministries seeks 95.5 mhz; 3 kw; HAAT: 327.7 ft. Address: P.O. Box 432, Freeport, Me. 04032. Principal is group of 12 headed by Thomas Starkey. It has no other broadcast interests. Filed May 12.

■ Topsham, Me.—Lights Communications Corp. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 50 Monument Square, Portland, Me. 04101. Principal is owned by Gwendolin S. Warren and J. Maurice Princiville. It has no other broadcast interests. Filed May 7.

■ Topsham, Me.—Dennis H. Curley seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 41-G Horicon Ave., Glens Falls, N.Y. 12801. Principal has interest in WBZA(AM) Glens Falls and WNIQ(FM) Hudsons Falls, N.Y. Filed May 6.

■ Topsham, Me.—Bruce S. and Ruthanne F. Hamlin seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: Walnut Hill Heights, Cumberland, Me. 04021. Principal has no other broadcast interests. Filed May 7.

■ Topsham, Me.—Kirkley Paige Beal seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1829 Chantilly Court, Virginia Beach, Va. 23451. Principal has no other broadcast interests. Filed May 7.

■ Topsham, Me.—Peggy Lee Tallyn seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 715 Northeast Dr., Milton Manors, Fla. 33305. Principal has no other broadcast interests. Filed May 7.

■ Topsham, Me.—Stevens Communications seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 95 Park St., Lewiston, Me. 04240. Principal is owned by Alfred C. Frawley, who has no other broadcast interests. Filed May 7.

■ Salisbury, Md.—Thompson's Radio Limited Partners seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4560 Texas Avenue S.E., Washington 20019. Principal is equally-owned by Joseph O. Thompson Sr., Brian E. Thompson, Constance M. Thompson and John E. Dettra. Dettra is 50% owner of WQRA(AM) Warrenton, Va., and has apps. pending for new FM's at Bridgewater and Richmond, Va. Filed May 14.

■ Salisbury, Md.—Tr/as Salisbury Co. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 42 Challenger Court, Walkerville, Md. 21793. Principal is owned by Marlene Powell Levering. She has no other broadcast interests. Filed May 14.

■ Salisbury, Md.—Impulse Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: Spector 26D, 77 Fullerton St., New York 10038. Principal is equally owned by Diane Janet Wolsk and Arthur Stepanyants. They have no other broadcast interests. Filed May 14.

■ Salisbury, Md.—Bruce D. Blanchard seeks 98.9 mhz; 3 kw; HAAT: 308 ft. Address: 3903 Atlantic Ave., #103, Ocean City, Md. 21842. He has no other broadcast interests. Filed May 14.

■ Salisbury, Md.—Salisbury Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 111 Downtown Plaza, Salisbury, Md. 21801. Principal is equally owned by Linda Fritz Bell and Harry E. Bovaz Jr. They have no other broadcast interests. Filed May 14.

■ Salisbury, Md.—Salisbury FM Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 1020 Adams St., Unit 2A, Salisbury, Md. 21801. Principal is owned by Marcia Hull (51%) and Samuel S. Carey (49%). They have no other broadcast interests. Filed May 14.

■ Salisbury, Md.—David L. Steel Jr. seeks 98.9 mhz; 3 kw; HAAT: 325 ft. Address: Box 177-D, Rutledge Rd., Queenstown, Md. 21658. Steel is app. for new FM in Upper Arlington, Ohio. Filed May 14.

■ Salisbury, Md.—William A. Mallery d/b/a Salisbury Broadcasting seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 405 Pinehurst Ave., Salisbury, Md. 21801. Principal has no other broadcast interests. Filed May 14.

■ Salisbury, Md.—First Minority Broadcasters of Salisbury Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 245B, Danwood Dr., Delmar, Md. 21875. Principal is corporation headed by Edward M. Scandrett, president. It has no other broadcast interests. Filed May 14.

■ Salisbury, Md.—Gallus Radio Broadcasting Inc. seeks 98.9 mhz; 3 kw; HAAT: 225.5 ft. Address: 1003 Debeck Dr., Rockville, Md. 20852. Principal is corporation headed by Kenneth R. Strawberry, president. It has no other broadcast interests. Filed May 14.

■ Grand Rapids, Mich.—Richard Culpepper seeks 98.9 mhz; 2.35 kw; HAAT: 370.6 ft. Address: 1834 Linden SE, 19507. Principal owns WKWM(AM) Kentwood, Mich. Filed May 5.

■ Grand Rapids, Mich.—Capitol Cities Broadcasting Co. seeks 98.9 mhz; 3 kw; HAAT: 327.9 ft. Address: 2407 Enfield Rd., Austin, Tex. 78703. Principal is Austin-based group of four AM's and five FM's, principally owned by Richard Oppenheimer. Filed May 5.

■ Grand Rapids, Mich.—FM Grand Rapids Ltd. Partnership seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 2260 Saginaw Rd., SE, 49506. Principal is owned by Robbie Butler and George Lindemann. It has no other broadcast interests. Filed May 7.

■ Grand Rapids, Mich.—Don H. Barden seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 1249 Washington Blvd., Detroit 48226. Principal owns four Michigan cable systems and is app. for 10 new FM's. Filed May 7.

■ Grand Rapids, Mich.—Haith Broadcasting Corp. seeks 98.9 mhz; 3 kw; HAAT: 327 ft. Address: 2511 Normandy Dr., SE, 49506. Principal is owned by Linda Haith, who has no other broadcast interests. Filed May 7.

■ Grand Rapids, Mich.—Stone Communications Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 5055, Petosky, Mich. 49720. Principal is owned by Richard D. Stone, who has no other broadcast interests. Filed May 7.

■ Grand Rapids, Mich.—Grand Rapids 98 Inc. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 700 McKay Tower, 49503. Principal is owned by Benjamin L. Hogan, Christian S. Ferguson and Margie R. McNutt. It has no other broadcast interests. Filed May 7.

■ Grand Rapids, Mich.—David S. Kuiper seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 84 Westmont NW, 49504. Principal has has no other broadcast interests. Filed May 7

■ Vassar, Mich.—Don H. Barden seeks 89.9 mhz; 3 kw; HAAT: 290 ft. Address: 1249 Washington Blvd., 21st fl., Detroit, 48226. Principal owns four Michigan cable systems and is app. for 10 new FM's. Filed May 14.

■ Vassar, Mich.—Julie G. Wrenn seeks 89.9 mhz; 3 kw; HAAT: 290 ft. Address: 231 Sackett St., Box 5, Brooklyn, N.Y. 11213. She has no other broadcast interests. Filed May 14.

■ Vassar, Mich.—Michael Joseph Shumpert seeks 89.9 mhz; 3 kw; HAAT: 328 ft. Address: 2526 Chevrolet Ave., Flint, Mich. 48504. Principal is senior account executive for WDZZ-FM Flint, Mich. He has no other broadcast interests. Filed May 14.

■ Kingsford, Mich.—Alice Slater and her husband, Dr. Edward Slater, seek 98.9 mhz, 1.79 kw, HAAT: 406 ft. Address: 1115 Stockbridge, Iron Mountain, Mich. 49801. Principal is owned by Alice Slater (90%) and Edward Slater (10%). Edward Slater is on board of directors of noncommercial WRVM-FM Suring, Wis. Filed May 7.

■ New Prague, Minn.—Kingsley H. Murphy Jr. seeks 95.5 mhz; 3 kw; HAAT: 327.4 ft. Address: 207 Textile Building, 119 North Fourth St., Minneapolis 55401. Murphy also owns WISS-AM-FM Berlin, Wis., and KCHK(AM) New Prague, Minn. Filed May 14.

■ New Prague, Minn.—New Prague Broadcasting Co. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 308, Prior Lake, Minn. 55372. Principal is equally owned by Phyllis O. Markley and Judith M. Clarine. Markley owns 10% of Voyageur Broadcasting Co. jointly with her husband, David L. Markley. Voyageur owns WMIN(AM) Maplewood, Minn. Filed May 14.

■ New Prague, Minn.—Joanna Kalyvas seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: Route 4, Maple Acres #10, New Prague, Minn. 56071. She has no other broadcast interests. Filed May 14.

■ Windsor, N.C.—Franklin Broadcasting seeks 98.9 mhz, 3 kw, HAAT: 327.7 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who has interest in WBQZ(AM) Camp Lejeune, N.C., and WETC(AM) Wendell-Zebulon, N.C., and is app. for 10 new FM's. Filed May 7.

■ Windsor, N.C.—David G. Perry seeks 98.9 mhz, 3 kw, HAAT: 328 ft. Address: Rt. 2 Box 111, Windsor, N.C. 27983. Principal has no other broadcast interests. Filed April 24.

■ Wishek, N.D.—Mary Verkest seeks 100.3 mhz; 100 kw; HAAT: 1,000.6 ft. Address: Route 8, Hayward, Wis. 54843. She is 50% owner of M&M Broadcasting Inc., which owns WFCL-AM-FM Clintonville, Wis., and is applicant for new FM's in Baraga, Mich., and Redfield, S.D. Filed May 14.

■ Niles, Ohio—Geri Taczak seeks 106.1 mhz; 3 kw; HAAT: 328 ft. Address: 7226 Warren Sharon Road, Brookfield, Ohio 44403. Taczak is owner of WOKG(AM) Warren, Ohio, and has app. pending for new FM in Upper Arlington, Ohio. Filed May 14.

■ Niles, Ohio—WNIO Broadcasting Inc. seeks 106.1 mhz; 3 kw; HAAT: 328 ft. Address: 5380 West Webb Rd., Austintown, Ohio 44515. Principal is owned by Robert Doane (63%), Dominic A. Baragona (32%) and Garry Zocolo (5%). It owns WNIO(AM) Niles, Ohio. Filed May 14.

■ Niles, Ohio—D.J.R. Corp. seeks 106.1 mhz; 3 kw; HAAT: 328 ft. Address: 3172 Clearwater, Warren, Ohio 44485. Principal is owned by David Grubbs, Judy Miller, Ron Brown (25% each), Jackie Pleasant (15%) and Cindy Thomas (10%). It has no other broadcast interests. Filed May 14.

■ Upper Arlington, Ohio—New World Broadcasting seeks 98.9 mhz; 0.538 kw; HAAT: 780 ft. Address: 844 South Front Street, Columbus, Ohio. Principal is owned by Andrew Love (30%) and Sheridan Broadcasting Corp. (70%). Sheridan owns WAMO-AM-FM Pittsburgh and WUFO-(AM) Amherst, N.Y. It also has interst in apps. for new FM's in Richmond, Va., and Corydon, Ind. Filed May 14.

■ Upper Arlington, Ohio—Benjamin Macwan seeks 98.9 mhz; 3 kw; HAAT: 308 ft. Address: 47-01 Newtown Road, Long Island, N.Y. 11103. Macwan is app. for FM's in Smyrna, Del., Standish, Mich.; Coal City, Ill., and Orlando, Fla. He has interest in new FM in Hardeesville, S.C., and new FM in Arlington, N.Y. Filed May 14.

■ Upper Arlington, Ohio—G.C. Communications seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 6030 Springburn Dr., Dublin, Ohio 43017. Principal is general partnership headed by Earl Harris, which also has interest in app. for new FM's in Anchorage and Orlando, Fla. Filed May 14.

■ Upper Arlington, Ohio—Mary Storer Mahaffey seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 4359 Shire Cove Rd., Columbus, Ohio 43220. Principal has no other broadcast interests. Filed May 14.

■ Upper Arlington, Ohio—PN Radio Co. seeks 98.9 mhz; 3 kw; HAAT: 327.4 ft. Address: 157 West 57th St., New York 10019. Principal is general partnership owned by Private Network Radio Inc. (51%) and Broadcast Data Corp. (49%). It has applied for nine other new FM's. Filed May 14.

■ Upper Arlington, Ohio—Claire Tow seeks 98.9 mhz; 3 kw; HAAT: 308 ft. Address: 65 Locust Avenue, New Canaan, Conn. Tow is 50% owner of WVJS(AM)-WSTO(FM) Owensboro, Ky. She also has apps. pending for new FM's in Shepherdsville, Ky., and Orlando, Fla. Principal is wife of Leonard Tow, president of Century Communications, New Canaan, Conn.-based group of 26 cable systems. Filed May 14.

■ Upper Arlington, Ohio—Walker Broadcasting Co. seeks 98.9 mhz; 0.87 kw; HAAT: 596 ft. Address: 1819 Franklin Park South, Columbus, Ohio 43205. Principal is headed by Ann B. Walker, president. It has no other broadcast interests. Filed May 14.

Summary of broadcasting
as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

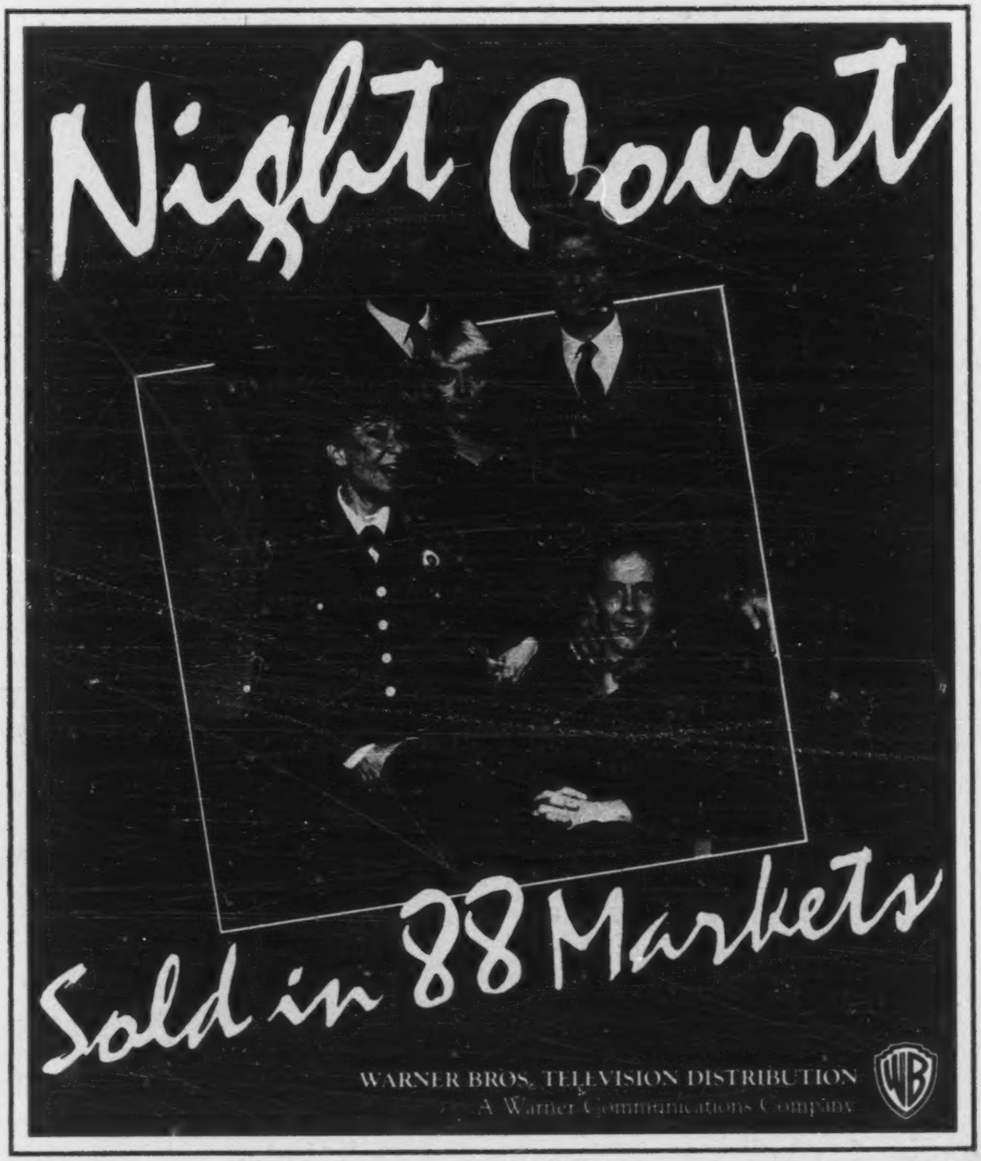
* Includes off-air licenses.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 2



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55th Year 1986

NBC wins May, too

Vol. 110 No. 22

Broadcasting ◼ Jun 2

Programing gleam in cable's eye
NTIA's Sikes: visitor from the Show Me state
Congressional show and tell

DO IT YOURSELF ☐ Cable MSO's plan to produce own programing for basic cable in move to boost penetration and revenue. **PAGE 39.**

VICTORY ☐ NBC wins May Sweeps; ABC takes second; CBS is third. **PAGE 40.**

SPRING SALE ☐ Times Mirror buys A.S. Abell Co., including its two TV's, for $600 million. **PAGE 41.**

NO FREE LUNCH ☐ Deaver investigation includes luncheon invitation to Fowler. **PAGE 42.**

PLOT THICKENS ☐ Justice Department seeks unaired tapes of NBC's Abbas interview. NBC plans one-hour report on Achille Lauro incident. **PAGE 43.**

CHANGING CHANNELS ☐ U.S. Court of Appeals overturns FCC Canadian clear decision on minority preference issue. **PAGE 43.**

AT LARGE ☐ BROADCASTING talks with new head of NTIA on range of subjects, including on NTIA's must-carry comments. **PAGE 44.**

WHO GOT WHAT ☐ BROADCASTING examines Senate and House financial statements, breaking out Fifth Estate contributions to communications policymakers. **PAGE 48.**

CRACK DOWN ☐ Attorney General's commission on pornography wants FCC and federal and state law enforcement officials to crack down on "obscene" cable programing. **PAGE 52.**

POLES APART ☐ Supreme court hears what may be last arguments in pole attachment case. **PAGE 57.**

NEW NEWS ☐ Associated Press and Conus Communications agree to form Washington-based joint venture to deliver news via satellite to television stations. **PAGE 57.**

JOIN THE CROWD ☐ Former Ambassador to Mexico, John Gavin, is newest addition to investor group seeking Spanish-language TV's from SICC. **PAGE 68.**

NEW ADDITION ☐ Ogilvy & Mather buys Adams & Rinehart PR firm for $6.8 million. **PAGE 69.**

WARE-WITHAL ☐ Consumer Electronics Show beginning June 1 in Chicago, boasts 100,000 manufacturers, distributors and retailers. **PAGE 74.**

HIGH-DEFINITION DEBUT ☐ CBC has 13-hour mini-series in works using Sony high-definition gear, first major project employing HDTV technology. **PAGE 75.**

SPACE MAKES CASE ☐ Home satellite group holds Access Day to clarify its position on scrambling on satellite signals. **PAGE 80.**

MEETING OF MINDS ☐ Affiliates express mixed feelings on eve of first meeting with new owners, scheduled for the Century Plaza hotel in Los Angeles. Counter-programing and cost cutting are among topics to be addressed. **PAGE 81.**

RISING AND SHINING ☐ Jane Pauley, co-anchor of NBC's *Today*, has combined skill and good timing to get to the top of the morning. **PAGE 103.**

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NBC flies high with 'Wings'

NBC pummelled the competition in the prime time battle for the week ended Sunday, May 25. It finished with an average 15.5 rating and a 28 share, while ABC was a distant second with a 12.2/22 and CBS was an even more distant third with an 11.5/21. In the weekday evening news race, CBS was first, again, with an average 10.9/23, while ABC kicked NBC out of second place with a 10.3 rating, compared to NBC's 10.1, although the two tied in share with 21%. HUT levels for the week (which included the Memorial Day weekend with typically low set usage) were 55.7, compared to 55.8 a year ago.

Contributing to NBC's dominance were three specials that gave the network five nightly wins, compared to the two it usually chalks up on Thursdays and Saturdays. On Monday, May 19, part two of ***On Wings of Eagles*** got a 21.2/34, significantly better than part one, and it gave NBC the night. ***Wings: Part II*** was the fifth-ranked program of the week. A week earlier, ***Wings: Part I*** was the 20th-ranked show (BROADCASTING, May 26.) ***Wings: Part II*** left competing made-fors on CBS and ABC in its dust. CBS's ***Samaritan: The Mitch Snyder Story*** did an 11.2/18, while ABC's ***Johnny Bull*** averaged a 12/7/20.

On Sunday, May 25, the second Perry Mason made-for-television movie, ***Perry Mason: The Case of the Notorious Nun***, proved a hit (as did the first effort, which played on NBC earlier in the season), ranking third for the week, with a 23.3/42. ***Mason*** delivered strong numbers from 9 to 11 p.m., despite a weak lead-in from ***Amazing Stories*** (8.6/18) and lame duck ***Alfred Hichcock Presents*** (10.0/19). At the same time, a Neil Diamond special on CBS, ***Hello Again***, provided a fairly strong lead-in at 8 to 9 for ***Murder, She Wrote***, and ***Cagney and Lacey***, with a 14.6/29. Part one of ABC's first-run theatrical presentation of "The Right Stuff," which ran against ***Mason*** on NBC and ***Cagney*** and ***Murder*** on CBS, averaged only a 9.7/17.

On Tuesday, May 20, CBS won the night with two specials. From 8 to 9 p.m. ***The Flintstones 25th Anniversary Celebration*** averaged an 11.2/19. That was followed by a two-hour presentation of the ***Miss USA Beauty Pageant***, which did a 17.8/30. The pageant brought CBS its only nightly win of the week. ABC won Wednesday, its only nightly win, with the lineup that proved a winner last season: ***MacGyver***, ***Dynasty*** and ***Hotel***. An NBC made-for-TV movie that evening, ***Sam's Son***, based on Michael Landon's ***(Highway to Heaven)*** adolescence, chalked up a 15.6/25, while a made-for on CBS, ***Blood Sport***, averaged an 11.6/18.

NBC also won Friday with the help of a Disney special, ***Disney Summer Vacation***, from 8 to 10, which averaged a 10.1/21. ***Miami Vice*** followed at 10 p.m., and averaged a 17.0/33.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.4/61
2.	Family Ties	NBC	26.4/45
3.	Perry Mason: Notorious Nun	NBC	23.3/42
4.	Dynasty	ABC	21.9/34
5.	On Wings of Eagles, pt. 2	NBC	21.2/34
6.	Cheers	NBC	20.9/34
7.	Night Court	NBC	19.8/32
8.	Hotel	ABC	19.7/32
9.	Golden Girls	NBC	18.6/37
10.	Falcon Crest	CBS	17.9/31
11.	Miss USA Pageant	CBS	17.8/30
12.	Who's the Boss	ABC	17.6/31
13.	Valerie	NBC	17.4/28
14.	MacGyver	ABC	17.2/30
15.	Miami Vice	NBC	17.0/33
16.	227	NBC	16.5/33
17.	Growing Pains	ABC	16.3/27
18.	Dynasty II: The Colbys	ABC	15.9/26
19.	Sam's Son	NBC	15.6/25
20.	20/20	ABC	14.7/26
21.	Neil Diamond Special	CBS	14.6/29
22.	Highway to Heaven	NBC	14.6/25
23.	Moonlighting	ABC	14.6/23
24.	60 Minutes	CBS	14.2/33
25.	You Again	NBC	14.0/24
26.	Hill Street Blues	NBC	13.6/24
27.	Murder, She Wrote	CBS	13.5/24
28.	Kate & Allie	CBS	12.9/22
29.	Johnny Bull	ABC	12.7/20
30.	Facts of Life	NBC	12.4/27
31.	Love Boat	ABC	12.4/25
32.	Remington Steele	NBC	12.3/25
33.	A Team	NBC	12.1/20
34.	Mr. Belvedere	ABC	11.9/25
35.	Cagney & Lacey	CBS	11.9/21
36.	Hunter	NBC	11.9/21
37.	Hardcastle & McCormick	ABC	11.7/20
38.	Blood Sport	CBS	11.6/18
39.	Flintstones Anniversary	CBS	11.2/19
40.	Samaritan	CBS	11.2/18
41.	Webster	ABC	10.6/23
42.	Gimme a Break	NBC	10.5/24
43.	Spenser: For Hire	ABC	10.5/18
44.	Disney Special	NBC	10.1/21
45.	Alfred Hitchcock Presents	NBC	10.0/19
46.	Bridges to Cross	CBS	9.8/16
47.	The Right Stuff, pt. 1	ABC	9.7/17
48.	Casebusters/My Town	ABC	9.5/20
49.	Simon & Simon	CBS	9.5/17
50.	Magnum, P.I.	CBS	9.2/18
51.	All the Right Moves	CBS	8.8/17
52.	Crazy Like a Fox	CBS	8.6/19
53.	Amazing Stories	NBC	8.6/18
54.	Life's Embarrassing Moments	ABC	8.6/17
55.	Teenage America	CBS	7.7/16
56.	Ripley's Believe It or Not	ABC	7.6/13
57.	Airwolf	CBS	7.4/15
58.	Long Time Gone	ABC	7.4/14
59.	West 57th	CBS	7.2/13
60.	Silver Spoons	NBC	6.1/14
61.	Benson	ABC	5.9/13
62.	Mr. Sunshine	ABC	5.8/13

*indicates premiere episode

grossing time period in their schedule. Typically, affiliates program their network's national newscasts at 7 p.m., leaving themselves a half-hour to program on their own. Dean McCarthy, vice president, programming, for the rep firm, Harrington, Righter & Parsons, which handles an all-affiliate lineup, has been on record at least since NATPE as saying that expanding access to one hour is a trend to watch.

Leading in to the news schedule on KCBS-TV from 3-4 p.m. beginning next fall (in place of this year's *Knots Landing*) will be a "courtroom" block consisting of *Divorce Court* and *The People's Court*. That will mean that the CBS-owned station's newly reworked schedule from 3 to 8 p.m. will begin and end with one-hour blocks of similar half-hour shows. KNBC presents the syndicated *Donahue* at 3-4 p.m., and KABC currently airs a locally produced Tom Snyder interview program in that time period, but which is expected to be replaced in the fall by the syndicated *Oprah Winfrey Show*.

Although the access hour will be "important financially" to the station, Gardner said, the decision was not simply wish-fulfillment, but was "program-driven." With the two programs being similar in content, the station is looking to create a "seamless flow." Gardner said that the verdict among the market's advertisers is not in, since word of the move had yet to be widely circulated.

Gardner was approached with the pilot version of *Photoplay* before the last NATPE convention, during the fall of 1985. Based on an "instant gut response" he went for the show, which will be produced out of San Francisco independent KTVU(TV). Other than KCBS, no stations are currently scheduled to carry the show when it debuts in the fall.

A decision regarding who will handle syndication has yet to be made. Currently, *True Confessions*, based on another Macfadden publication, and produced by Landsburg, is handled by King World. Internationally, Horizon International has already concluded a

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above ground: 672. Address: 5400 Minors Lane, Okolona, Ky. 40219. Principal is nonprofit corporation headed by W.L. Rogers, president. It has no other broadcast interests. Filed May 15.

Facilities Changes

Applications

AM's

Tendered

■ KSTR (620 khz) Grand Junction, Colo.—Seeks CP to add night service with 800 w; install DA-N, and make changes in ant. sys. App. May 22.

■ WFTP (1330 khz) Fort Pierce, Fla.—Seeks CP to increase power to 5 kw and night power to 1 kw. App. May 21.

■ WGOM (860 khz) Marion, Ind.—Seeks CP to add night service with 500 w; install DA-2, and make changes in ant. sys. App. May 22.

■ WAMJ (1580 khz) South Bend, Ind.—Seeks CP to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. App. May 23.

■ KPRM (870 khz) Park Rapids, Minn.—Seeks CP to increase day power to 10 kw. App. May 20.

■ WELM (1410 khz) Elmira, N.Y.—Seeks CP to increase day power to 5 kw. App. May 20.

■ WSKT (1580 khz) Knoxville, Tenn.—Seeks CP to change freq. to 1180 khz and change power to 500 w. App. May 21.

■ KDRY (1100 khz) Alamo Heights, Tex.—Seeks CP to increase day power to 1 kw. App. May 21.

Accepted

■ WKIJ (1130 khz) Parrish, Ala.—Seeks mod. of lic. to move SL to Jasper, Ala. App. May 20.

■ WJBD (1350 khz) Salem, Ill.—Seeks CP to reduce power to .43 kw and make changes in ant. sys. App. May 21.

■ KDXX (920 khz) El Paso—Seeks CP to change TL and make changes in ant. sys. App. May 23.

FM's

Tendered

■ *WBYU-FM (88.9 mhz) Provo, Utah—Seeks CP to change freq. to 89.1 mhz. App. May 22.

Accepted

■ WULA-FM (92.7 mhz) Eufaula, Ala.—Seeks CP to change TL. App. May 21.

■ KTCS-FM (99.9 mhz) Fort Smith, Ark.—Seeks CP to change TL. App. May 21.

■ KZTR (95.9 mhz) Camarillo, Calif.—Seeks CP to install aux. sys. App. May 23.

■ KLFA-FM (93.9 mhz) King City, Calif.—Seeks CP to change TL; change HAAT to 5.4 kw, and change HAAT to 720 ft. App. May 21.

■ KHAY (100.7 mhz) Ventura, Calif.—Seeks mod. of CP to change aux. ERP to 13.1 kw. App. May 20.

■ WWOJ (106.3 mhz) Avon Park, Fla.—Seeks mod. of CP to move SL outside community of lic. App. May 23.

■ WEDR (99.1 mhz) Miami—Seeks CP to change TL and change HAAT to 1,006.96 ft. App. May 21.

■ WRIT (92.7 mhz) Stuart, Fla.—Seeks CP to change TL and SL to Jennings Road, Port St. Lucie, Fla. App. May 21.

■ *WRAS (88.5 mhz) Atlanta—Seeks mod. of CP to change HAAT to 436.24 ft. App. May 23.

■ *WJCH (91.9 mhz) Joliet, Ill.—Seeks mod. of CP to make changes in ant. sys. App. May 22.

■ WKQA (104.9 mhz) Pekin, Ill.—Seeks CP to install aux. sys. App. May 23.

■ KLKT (100.1 mhz) Incline Village, Nev.—Seeks CP to change ERP to .8 kw. App. May 23.

■ KLUC (98.5 mhz) Las Vegas—Seeks mod. of CP to change TL; change ERP to 96.6 kw, and change HAAT to 1,180.8 ft. App. May 21.

■ WRDX (106.5 mhz) Salisbury, N.C.—Seeks mod. of CP to change TL. App. May 21.

■ KKBS (92.7 mhz) Guymon, Okla.—Seeks mod. of CP to change TL. App. May 23.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Seeks mod. of lic. to move SL outside community of lic. to East Providence, R.I. App. May 20.

■ KSEJ (99.5 mhz) Bountiful, Utah—Seeks mod. of CP to change TL; change ERP to 19.96 ft., and change HAAT to 3,924 ft. App. May 21.

■ WSVS-FM (104.7 mhz) Crewe, Va.—Seeks CP to change TL and change HAAT to 982 ft. App. May 21.

■ WAZR (95.9 mhz) Woodstock, Va.—Seeks mod. of CP to change TL and change HAAT to minus 32.8 ft. App. May 21.

■ *KUGS (89.3 mhz) Bellingham, Wash.—Seeks CP to change TL and change HAAT to 383.76 ft. App. May 23.

■ WHLX (105.5 mhz) Bethlehem, W.Va.—Seeks CP to change ERP to 3 kw. App. May 23.

TV's

Accepted

■ WFTY (ch. 50) Washington—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 819 ft. App. May 20.

■ WTUV (ch. 33) Utica, N.Y.—Seeks MP to change ERP to vis. 42.5 kw, aur. 4.25 kw and change HAAT to 647.14 ft. App. May 20.

■ WLFL-TV (ch. 22) Raleigh, N.C.—Seeks CP to change ERP to vis. 5,000 kw, aur. 50 kw; change HAAT to 2,000 ft., and change TL. App. May 21.

■ *KETA-TV (ch. 13) Oklahoma City—Seeks CP to change HAAT to install new ant. and change HAAT to 1,524.54 ft. App. May 23.

■ WIEC (ch. 48) Ponce, P.R.—Seeks MP to change ERP to vis. 64.3 kw, aur. 6.43 kw ; change HAAT to 811 ft., and replace ant. App. May 20.

■ KXLN-TV (ch. 45) Rosenberg, Tex.—Seeks MP to change ERP to vis. 2,500 kw, aur. 250 kw; change HAAT to 1,440 ft.; replace ant., and change TL. App. May 21.

Actions

AM's

■ KCAL (1410 khz) Redlands, Calif.—Granted app. to increase night power to 4 kw. Action May 15.

■ KDRW (1450 khz) Silverton, Colo.—Dismissed app. to move SL to Purgatory, Colo. Action May 15.

■ WAFC (590 khz) Clewiston, Fla.—Granted app. to add night service with 470 w and make changes in ant. sys. Action May 13.

Summary of broadcasting
as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WMMX (1110 khz) Xenia, Ohio—Granted app. to change city of lic. to Fairborn, Ohio; increase day power to 1.1 kw, and make changes in ant. sys. Action May 13.

■ KBAL (1410 khz) San Saba, Tex.—Returned app. to increase power to 800 kw. Action May 14.

■ KLSY (1540 khz) Bellevue, Wash.—Granted app. to make changes in ant. sys. Action May 15.

FM's

■ KWOZ (103.3 mhz) Mountain View, Ark.—Granted app. to change HAAT to 986.85 ft. Action May 12.

■ KHFO (98.1 mhz) Osceola, Ark.—Granted app. to change ERP to 52 kw. Action May 19.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Granted app. to change TL and change HAAT to 492 ft. Action May 19.

■ *KUSC-FM (91.5 mhz) Los Angeles—Granted app. to change TL; change HAAT to 25 kw, and change HAAT to 665.84 ft. Action May 15.

■ KWVE (107.9 mhz) San Clemente, Calif.—Granted app. to install new ant. sys. Action May 14.

■ KURA (104.9 mhz) Ouray, Colo.—Granted app. to change TL. Action May 15.

■ WKCX (97.7 mhz) Rome, Ga.—Granted app. to change ERP to .472 kw and change HAAT to 779.66 ft. Action Dec. 31, 1985.

■ *WEPS (90.9 mhz) Elgin, Ill.—Granted app. to change freq. to 88.9 mhz; change ERP to .74 kw; change HAAT to 34 ft., and make changes in ant. sys. Action May 19.

■ WQRK (105.5 mhz) Bedford, Ind.—Granted app. to change TL. Action May 15.

■ KGRS (107.3 mhz) Burlington, Iowa—Granted app. to 429.46 ft. Action May 12.

■ WHMP-FM (99.3 mhz) Northampton, Mass.—Granted app. to change ERP to 3 kw and change HAAT to 321.44 ft. Action May 16.

■ *WRPS (88.3 mhz) Rockland, Mass.—Granted app. to change ERP to 105 w and change HAAT to 140 ft. Action May 16.

■ KZLT-FM (104.3 mhz) East Grand Forks, Minn.—Granted app. to change TL and change HAAT to 443.78 ft. Action May 12.

■ WAKH (105.7 mhz) McComb, Miss.—Granted app. to change TL. Action May 12.

■ KXTR (96.5 mhz) Kansas City, Mo.—Granted app. to change TL and change HAAT to 984 ft. Action May 15.

■ WNBR (100.7 mhz) Wildwood, N.J.—Granted app. to change ERP to 26 kw. Action May 14.

■ WPAC (92.7 mhz) Ogdensburg, N.Y.—Granted app. to change ERP to 3 kw. Action May 19.

■ WPTM (102.3 mhz) Roanoke Rapids, N.C.—Granted app. to change TL; change ERP to 2.53 kw, and change HAAT to 352.27 ft. Action May 15.

■ WHBC-FM (94.1 mhz) Canton, Ohio—Granted app. to change TL. Action May 12.

■ *WCBE (90.5 mhz) Columbus, Ohio—Granted app. to install new ant. Action May 19.

■ WTPA (93.5 mhz) Mechanicsburg, Pa.—Granted app. to change TL; change ERP to 1.18 kw, and change HAAT to 524.8 ft. Action May 14.

■ WFXX-FM (99.3 mhz) South Williamsport, Pa.—Granted app. to change ERP to .21 kw. Action May 19.

■ WMGS (92.9 mhz) Wilkes-Barre, Pa.—Granted app. to change ERP to 5.25 kw and change HAAT to 1,383 ft. Action May 14.

■ *KRSD (88.1 mhz) Sioux Falls, S.D.—Granted app. to change ERP to 2 kw. Action May 19.

■ *KVNE (89.5 mhz) Tyler, Tex.—Granted app. to change DA pattern. Action May 19.

■ WXLK (92.3 mhz) Roanoke, Va.—Granted app. to make changes in ant. sys. Action May 15.

■ WSGM (93.5 mhz) Staunton, Va.—Granted app. to change TL; change ERP to 2.8 kw, and change HAAT to 338 ft. Action May 19.

TV's

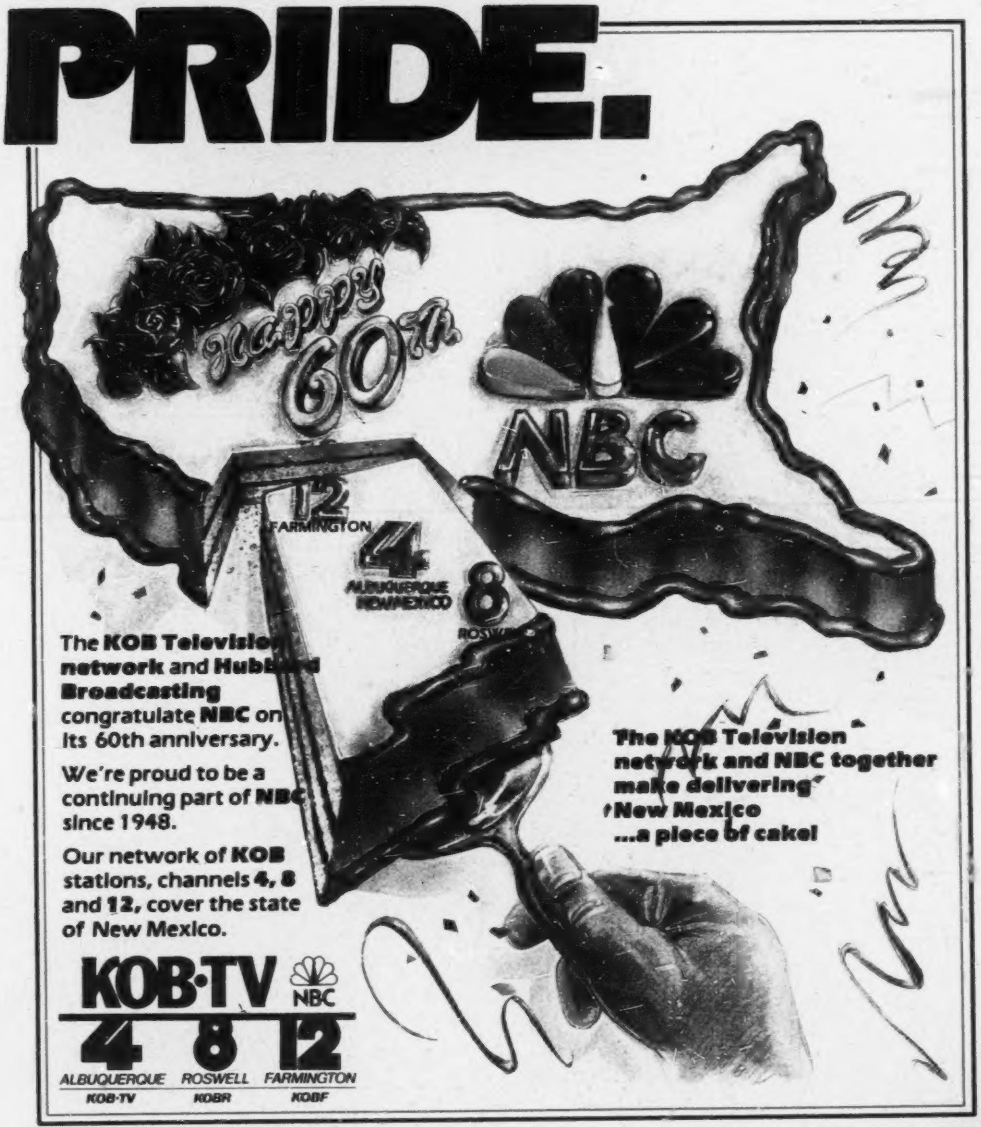
■ WDGH (ch. 28) Panama City, Fla.—Granted app. to change ERP to vis. 500 kw, aur. 50 kw; change HAAT to 438.38 ft.; replace ant., and change TL. Action May 15.

■ WOCD (ch. 55) Amsterdam, N.Y.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 9



PRIDE.

The **KOB Television network and Hubbard Broadcasting** congratulate **NBC** on its 60th anniversary.

We're proud to be a continuing part of **NBC** since 1948.

Our network of **KOB** stations, channels **4, 8** and **12,** cover the state of New Mexico.

The KOB Television network and NBC together make delivering New Mexico ...a piece of cake!

KOB·TV NBC

4	8	12
ALBUQUERQUE	ROSWELL	FARMINGTON
KOB-TV	KOBR	KOBF

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20814SRI AT501 ZMZ
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CONGRESSNL INFO SRV ##SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

55th Year 1986

The first network: in first place at 60

Vol. 110 No. 23

Broadcasting Jun 9

NBC celebrates 60 years of broadcasting
Preferred returns to trial court
Turner makes deal on MGM assets

MOVING PROPERTY □ Turner makes deal on MGM assets. **PAGE 35.**

BACK AGAIN □ White House renominates FCC Chairman Fowler for another term. **PAGE 35.**

PREFERRED CASE □ Supreme Court sends *Preferred* case back to trial court but indicates affirmation for degree of cable's First Amendment rights. **PAGE 37.**

IN PLACE □ Television coverage of the Senate floor begins. **PAGE 39.**

MAKING ITS CASE □ Fox Broadcasting debriefs Madison Avenue executives on its programing plans. **PAGE 41.**

NBC'S HAPPY 60th □ Fresh from a friendly merger with GE and a long-awaited prime time ratings victory, NBC celebrates six decades in broadcasting. BROADCASTING joins the celebration with a multi-part special report, starting with a history of the birth and growth of the first network. **PAGE 50.**

FAMILY PORTRAIT □ A roll call of NBC-affiliated stations is on **PAGES 66-78.**

TO THE VICTOR □ NBC's race to victory in prime time ratings is chronicled on **PAGES 80-88.**

POLICYMAKERS □ A series of mini-portraits of NBC movers and shakers begins on **PAGE 90.**

LEADING EDGE □ The story of NBC's leading role in the development of broadcast technologies. **PAGE 96.**

INSIDER'S VIEW □ And finally, in a frank and revealing interview, former NBC Chairman David Adams conducts a private tour of NBC's executive suites, providing a portrait of the men who scaled 30 Rock. **PAGE 106.**

HAWAIIAN SUN □ NBC affiliates bask on the beach at Maui, celebrate network's first prime time ratings win. **PAGE 121.**

HOME STRETCH □ David Palmer and Jerry Lyman vie for NAB radio board vice chairmanship. **PAGE 122.**

ON TARGET □ Jankowski, Sohmer, Stakelin and Tartikoff highlight BPME/BDA convention this week in Dallas. **PAGE 122.**

GOING PUBLIC □ Outgoing BPME President Beryl Spector interviewed on eve of Dallas convention. **PAGE 123.**

SETTING IN □ Reliance makes $27-per-share bid for Blair. **PAGE 125.**

OVERTURNED □ U.S district court judge strikes down Oklahoma law intended to ban liquor advertising. **PAGE 135.**

STRONG LINK □ Gordon Link, executive VP and director, McCann-Erickson Worldwide, is M-E's traveling man. **PAGE 159.**

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third nightly movie will fill the bill.

On Saturday, *Airwolf* returns to 8-9 p.m., followed by a Saturday night movie. Sunday will remain unchanged with *60 Minutes, Murder, She Wrote* and a movie. Monday will also remain the same, with *Scarecrow and Mrs. King, Kate and Allie, Newhart* and *Cagney & Lacey.* ☐

LBS to double production budget

Plans for fall '87 call for four sitcoms, two early fringe and two animated strips

Armed with a production budget of $150 million, LBS Communications plans to introduce four first-run sitcoms, two early fringe strips and two animated strips for the 1987-88 season. The $150-million budget is a 100% increase over this year's $75 million figure.

Also on the horizon for the next season will be a move by LBS into cash plus barter sales. Henry Siegel, chairman, said that the new marketing focus will not involve extensive retraining of the LBS sales force. The move represents something of a departure for LBS, which has concentrated on straight barter sales in the past.

Siegel said that LBS is not completely inexperienced in cash-plus-barter sales, with cash-plus-barter sales last year of two animated shows, *Heathcliff* and *MASK*, totaling $10 million. The move into cash-plus-barter sales of programing other than animation, however, is a first.

LBS, in association with Procter & Gamble, will offer its first cash-plus-barter first-run sitcom, *You Can't Take it With You.* It will be the first sitcom that LBS will both distribute and represent in advertising sales on its own. It is also the only first-run sitcom for which the company will negotiate cash license fees for a strip on the back end. Negotiations with a well-known television star for the series were going on last week.

Currently the company sells barter time in two weekly D.L. Taffner sitcoms (*Too Close For Comfort* and *The Ted Knight Show*) and one for MGM (*Fame*). Through Colex, its joint venture with Columbia Pictures Television, LBS sells *Gidget* and it also sells time in *What's Happening Now.*

LBS will withhold three 30-second spots in the weekly version of *You Can't Take it With You*. Procter & Gamble will reportedly earn a third of the profits from the show.

At least two of the four sitcoms will be the province of Colex. One will be *The New Monkees*, a remake of the old *Monkees* series that aired on NBC (1966-68). *The New Monkees* will feature a new cast, but will be produced by the original series producers Steve Blauner, Bert Schneider and Robert Rafelson, who have reunited under the name BBS Productions. Blauner will be executive producer. The original *Monkees* series was produced by Screen Gems, before it became Columbia Pictures Television.

The second Colex sitcom will be the continuation of *Punky Brewster*, an NBC production canceled this year. Also tentatively planned is a *What's Happening Now!* spinoff. Siegel also said that LBS may get involved in a fifth sitcom project, an unnamed canceled series.

Siegel said that attracting talent for first-run sitcoms is not a problem. Although stars have to settle for smaller guarantees per episode, the shows do not have to survive the pilot process. With orders of 22 to 44 episodes for syndicated series, Siegel said, they can make as much money as regular series, especially considering the deals on lucrative back-end strip versions.

Siegel said that in lieu of ordering pilots for potential first-run sitcoms, LBS's series ideas are floated through its premiere movie presentations, or through the planting of pilot episodes in existing series. LBS's movie "The Canterville Ghost," starring John Gielgud, is being mentioned as a possible series.

For early fringe, LBS will offer stations *The Group*, a mock group-therapy session, based on actual sessions and led by an actual therapist. There will be some serialized elements in the show as "patients" refer to problems on a continuing basis. The NBC-owned stations have a small equity share in the program and will have first shot on the show in their markets. *The Group* is designed as a new twist on the "reality" programing, such as courtroom shows, that has invaded early fringe. The second early fringe project, which will be with Columbia, is currently under wraps.

For the first time in four years, the company had no new first-run animated strip for the coming season. But it will be back in 1987-88, as it will be involved in barter sales of Columbia's *The Real Ghostbusters* and a strip based on the popular Teddy Ruxpin toy, manufactured by World of Wonder. DIC Audiovisuel will produce the series.

Siegel said that LBS was unable to bring an animated version of Sylvester Stallone's Rocky character to the screen because of the Stallone's feeling that a series might interfere with "Rocky V," a scheduled United Artists picture to star Stallone. ☐

NBC wins prime time, evening news races

NBC was the winner in the ratings for the week ending June 1, in prime time as well as, for the first time since 1981, the evening news race. ***NBC Nightly News with Tom Brokaw*** beat ***The CBS Evening News with Dan Rather*** by a tenth of a rating point for the five weekdays from May 26 to May 30. The two programs were tied in share. The score was NBC 10.0/22 and CBS 9.9/22, with ABC trailing with a 9.2/20.

NBC also won prime time by a more decisive margin, with an average 14.5/26. CBS and ABC ran neck and neck, scoring an 11.8/21 and an 11.7/21, respectively. The ratings a year ago were NBC 14.7/26, ABC 12.0/21 and CBS 11.4/20. The HUT level for the week was 55.3%, down from 56.4% a year ago. A Bob Hope special on Monday carried the night for NBC. ABC carried Tuesday with repeats of regular programing. ABC also won Wednesday with a ***MacGyver*** repeat and a special, ***America Picks the Number One Songs***. NBC rallied on Thursday with its dominant ***Cosby***-driven slate, in repeats, as well as Friday and Saturday, both also with repeats of the regular lineup. CBS won its only night on Sunday, with an original ***60 Minutes***, a repeat ***Murder, She Wrote***, and special coverage of the Tony Awards.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.7/50
2.	Family Ties	NBC	26.4/48
3.	Bob Hope Special	NBC	23.9/39
4.	Cheers	NBC	23.5/40
5.	All is Forgiven	NBC	19.4/32
6.	You Are the Jury	NBC	18.7/32
7.	Growing Pains	ABC	18.2/30
8.	Murder, She Wrote	CBS	17.8/33
9.	Calendar Girl Murder	ABC	17.7/30
10.	Moonlighting	ABC	17.2/27
11.	Who's the Boss	ABC	17.0/30
12.	60 Minutes	CBS	16.7/35
13.	Miami Vice	NBC	16.6/31
14.	Golden Girls	NBC	16.5/33
15.	America Picks #1 Songs	ABC	16.5/28
16.	Cagney & Lacey	CBS	15.4/26
17.	NBA Champ. Game 2	CBS	14.8/26
18.	227	NBC	14.7/28
19.	Kate & Allie	CBS	14.6/23
20.	20/20	ABC	14.4/25
21.	Newhart	CBS	14.2/22
22.	Hunter	NBC	14.1/22
23.	MacGyver	ABC	14.0/27
24.	Blacke's Magic	NBC	13.1/22
25.	Hill Street Blues	NBC	12.6/23
26.	Tony Awards	CBS	12.6/22
27.	Stingray	NBC	12.6/22
28.	Facts of Life	NBC	12.4/27
29.	Amazing Stories	NBC	12.3/24
30.	Highway to Heaven	NBC	12.3/23
31.	Magnum, P.I.	CBS	12.1/24
32.	Alfred Hitchcock Presents	NBC	12.0/22
33.	The Big Chill	CBS	11.9/20
34.	Wildest West Show of Stars	CBS	11.8/20
35.	Garfield Special	CBS	11.6/20
36.	Spenser: For Hire	ABC	11.6/20
37.	Tough Enough	NBC	11.5/20
38.	Charlie Brown Special	CBS	11.1/18
39.	A Team	NBC	11.0/19
40.	Mr. Belvedere	ABC	10.9/24
41.	Remington Steele	NBC	10.8/21
42.	Scarecrow & Mrs. King	CBS	10.7/18
43.	Just You and Me Kid	ABC	10.2/20
44.	The Right Stuff, pt. 2	ABC	10.2/16
45.	Gimme a Break	NBC	10.1/23
46.	Hardcastle & McCormick	ABC	9.7/17
47.	Royal Romance	CBS	9.3/18
48.	Love Boat	ABC	9.3/18
49.	Crazy Like a Fox	CBS	9.2/21
50.	Simon & Simon	CBS	9.2/17
51.	Webster	ABC	8.6/21
52.	Last Precinct	NBC	8.6/17
53.	Airwolf	CBS	8.5/17
54.	Knight Rider	NBC	8.3/19
55.	Silver Spoons	NBC	8.3/18
56.	Kissyfur	NBC	8.3/17
57.	Dynasty II: The Colbys	ABC	8.0/13
58.	Indomitable T. Roosevelt	ABC	7.7/15
59.	West 57th	CBS	6.9/13
60.	Charlie & Company	CBS	6.7/16
61.	Mr. Sunshine	ABC	6.4/15
62.	Benson	ABC	6.1/13
63.	Leo & Liz in Bev. Hills	CBS	6.0/13
64.	Ripley's Believe It or Not	ABC	5.9/11

*indicates premiere episode

has no other broadcast interests. Filed May 19.

■ Seguin, Tex.—Maranatha Broadcasting seeks 88.3 mhz; 3 kw; HAAT: 333.8 ft. Address: 8115 Pleasant Forest, San Antonio, Tex. 78239. Principal is owned by Mary, Sadie and Myron Wade. It has no other broadcast interests. Filed May 19.

■ Spokane, Wash.—Gonzaga University seeks 88.7 mhz; 100 kw; HAAT: minus 142.4 ft. Address: 502 Boone Ave., 99258. Principal is private university headed by John Clute, chairman. Filed May 19.

TV's

■ Klamath Falls, Ore.—Garcia Communications seeks ch. 31; ERP vis. 22 kw; aur. 2.2 kw; HAAT: 1,011 ft.; ant. height above ground: 45 ft. Address: 1579 Millard, Rialto, Calif. 92376. Principal is owned by Marta G. Garcia and Edward Powley. It also owns KGCL(TV) Missoula, Mont. Powley's brother, John, owns Altoona, Pa.-based group of four TV's. Filed May 27.

■ Charlottesville, Va.—Lindsay Television Inc. seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 257 ft.; ant. height above ground: 274 ft. Address: 17 Farmingdale Dr., 22901. Principal is owned by George W. Lindsay. It has no other broadcast interests. Filed May 27.

Facilities Changes

Applications

AM's

Tendered

■ WYNI (1510 khz) Monroeville, Ala.—Seeks CP to change freq. to 930 khz and make changes in ant. sys. App. May 27.

■ WPSL (1590 khz) Port St. Lucie, Fla.—Seeks CP to increase power to 5 kw. App. May 27.

■ WGNZ (650 khz) Titusville, Fla.—Seeks mod. of CP to add night service with 1 kw; install DA-2, and change freq. to 660 khz. App. May 27.

■ WBML (900 khz) Macon, Ga.—Seeks CP to increase power to 2 kw. App. May 27.

Accepted

■ KDKO (1510 khz) Littleton, Colo.—Seeks MP to augment DA-N pattern and increase nighttime power to 2.5 kw. App. May 28.

■ WADU (830 khz) Norco, La.—Seeks MP to move SL to 1537 East Airline Highway, La Place, La. App. May 28.

■ KIRT (1580 khz) Mission, Tex.—Seeks mod. of lic. to move SL to McAllen, Tex. App. May 28.

FM's

Tendered

■ *KAPE (91.5 mhz) Erwinville, La.—Seeks CP to change ERP to 5 kw and change HAAT to 166.95 ft. App. May 27.

Accepted

■ KWSP (106.3 mhz) Santa Margarita, Calif.—Seeks mod. of CP to change ERP to .093 kw and change HAAT to 1,467 ft. App. May 28.

■ WTHM (98.3 mhz) Goulds, Fla.—Seeks mod. of CP to make changes in ant. sys. App. May 28.

■ WVBM (95.9 mhz) Springfield, Fla.—Seeks mod. of CP to change TL and change HAAT to 327.02 ft. App. May 28.

■ WSTQ (97.7 mhz) Streator, Ill.—Seeks mod. of CP to change TL. App. May 28.

■ WKZL (107.5 mhz) Winston-Salem, N.C.—Seeks CP to change TL and change HAAT to 1,184.08 ft. App. May 28.

■ KTFX (103.3 mhz) Tulsa, Okla.—Seeks CP to install aux. sys. App. May 30.

■ WSSX-FM (95.1 mhz) Charleston, S.C.—Seeks CP to change TL and change HAAT to 985 ft. App. May 28.

■ *WUSC (90.5 mhz) Columbia, S.C.—Seeks CP to change ERP to 2.5 kw and change HAAT to 252.89 ft. App. May 30.

■ KPLO-FM (94.5 mhz) Reliance, S.C.—Seeks mod. of CP to move SL outside community of lic. App. May 30.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Seeks CP to change ERP to 50 kw. App. May 30.

■ WSTX-FM (100.3 mhz) Christiansted, V.I.—Seeks CP to change TL; change HAAT to 50 kw, and change HAAT to 1,059.44 ft. App. May 28.

■ KTKL (106.9 mhz) Casper, Wyo.—Seeks mod. of CP to make changes in ant. sys. App. May 28.

TV's

Accepted

■ KCTZ (ch. 7) Bozeman, Mont.—Seeks CP to change ERP to vis. 44.1 kw, aur. 4.41 kw; change HAAT to 816 ft.; replace ant., and change TL. App. June 2.

■ KWTV (ch. 9) Oklahoma City—Seeks CP to change HAAT to 1,524.54 ft. App. May 30.

Actions

AM's

■ KOIT (1260 khz) San Francisco—Granted app. to construct new tower. Action May 20.

■ WIZZ (1250 khz) Streator, Ill.—Granted app. to make changes in ant. sys. Action May 16.

■ WBET (1460 khz) Brockton, Mass.—Granted app. to construct new ant. sys. and change TL. Action May 20.

■ WARD (1550 khz) Pittston, Pa.—Granted app. to augment nighttime standard pattern. Action May 20.

■ KUBR (1210 khz) San Juan, Tex.—Granted app. to increase day power to 50 kw; change TL, and make changes in ant. sys. Action May 21.

FM's

■ KVSD (95.9 mhz) Carlsbad, Calif.—Dismissed app. to change HAAT to 328 ft. Action May 15.

■ KCFM (98.9 mhz) Chester, Calif.—Dismissed app. to change TL; change ERP to 25.2 kw, and change HAAT to 2,555.12 ft. Action May 15.

■ *KERP (91.9 mhz) Pueblo, Calif.—Dismissed app. to change TL; change ERP to .6 kw, and change HAAT to 334.56 ft. Action May 15.

■ WIMV (104.9 mhz) Madison, Fla.—Granted app. to move SL outside community of lic. Action May 23.

■ WEKS-FM (104.1 mhz) La Grange, Ga.—Granted app. to change TL. Action May 20.

■ WLYZ (95.3 mhz) Nashville, Ga.—Returned app. to change TL; change ERP to .45 kw, and change HAAT to 797.04 ft. Action May 16.

■ WCNB-FM (100.3 mhz) Connersville, Ind.—Granted app. to change ERP to 28 kw. Action May 16.

■ WWKI (100.5 mhz) Kokomo, Ind.—Granted app. to change ERP to 28 kw. Action May 16.

■ WBSB (104.3 mhz) Baltimore—Granted app. to change ERP to 23 kw and change HAAT to 720 ft. Action May 23.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Granted app. to change ERP to 49 kw. Action May 20.

■ WHER (103.7 mhz) Hattiesburg, Miss.—Granted app. to change ERP to 100 kw. Action May 21.

■ WKLZ (92.1 mhz) Port Henry, N.Y.—Granted app. to change ERP to 1.273 kw. Action May 23.

■ KXIQ (94.1 mhz) Bend, Ore.—Granted app. to change TL; change ERP to 86.32 kw, and change HAAT to 993 ft. Action March 31.

■ KSOP-FM (104.3 mhz) Salt Lake City—Granted app. to install aux. sys. Action May 15.

■ WCOW-FM (97.1 mhz) Sparta, Wis.—Granted app. to change ERP to 100 kw; change HAAT to 587.12 ft., and change TL. Action May 16.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Granted app. to install aux. sys. Action May 14.

Summary of broadcasting
as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,056
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

In Contest

Review board made following decisions:

■ Evergreen, Colo. (Evergreen Broadcasting Co., et al) FM proceeding. Scheduled oral argument for June 20 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Group Y Communications Investment Partnership Ltd. for new FM station at Evergreen, denying competing apps. of Payne Communications Inc., Evergreen Broadcasting Co., Best Evergreen Broadcasting Co., Lord Broadcasting, Evergreen Ventures Inc., Interstate Broadcasting System of Colorado Inc., Evergreen Communications Co., Janet Hunter Driggs, and EverGreen Radio Inc. Each party has 20 minutes for argument. Evergreen Broadcasting, Best Evergreen, Lord Broadcasting, Evergreen Ventures, Interstate, Evergreen Communications, Driggs, and EverGreen Radio may reserve part of their time for rebuttal. By letter, May 28.

■ Sanibel, Fla. (Gumbo Limbo Broadcasting Inc., et al) FM proceeding. Scheduled oral argument for June 27 on exceptions to initial decision of ALJ Edward J. Kuhlmann granting app. of Hillebrand Broadcasting Inc. for new FM station at Sanibel, denying competing apps. of Gumbo Limbo and Rivera Communications-Sanibel Inc. Each party has 20 minutes for argument. Gumbo Limbo and Riviera may reserve part of their time for rebuttal. By letter, May 28.

■ Albany, Minn. (Stearns County Broadcasting Co. and Chief, Mass Media Bureau) FM proceeding. Scheduled oral argument for June 6 on exceptions to initial decision of ALJ Edward J. Kuhlmann denying app. of Stearns for new FM station at Albany. Each party has 20 minutes for argument. Stearns may reserve part of its time for rebuttal. By letter, May 14.

■ Raleigh, N.C. (Cotton Broadcasting Co. and The L Broadcasting Co.) TV proceeding. Scheduled oral argument for June 12 on exceptions to initial decision of ALJ James F. Tierney granting app. of The L Broadcasting Co. for new TV station at Raleigh, denying competing app. of Cotton Broadcasting Co. Each party has 20 minutes for argument. Cotton may reserve part of its time for rebuttal. By letter, May 22.

■ Temple, Tex. (Progressive Communications Inc., et al) FM proceeding. Remanded proceeding to presiding ALJ for further hearing and enlarged issues against Maryanc Broadcasting Co. to determine transmitter site availability during December 1982 to September 1985. By MO&O, June 2.

General counsel made following decision:

■ Lexington, Ky. (FBC Inc. and Way of the Cross Outreach Inc.) TV proceeding. Granted joint request for settlement agreement between FBC and Way of the Cross and dismissed app. of Way of the Cross; granted app. of FBC for new TV station at Lexington, and terminated proceeding. By order, May 20.

ALJ Joseph Chachkin made following decisions:

■ Syracuse, N.Y. (Tureaud Broadcasting, et al) TV proceeding. Granted joint requests for settlement agreement by Tureaud, Susan K. Panisch and New Era Broadcasting and dismissed apps. of Tureaud and New Era with prejudice; conditionally granted Panisch's app. for new TV station at Syracuse, and terminated proceeding. By MO&O, May 22. By separate order, rescinded order granting Panisch's app.

21750-1

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE
Broadcasting Jun 16

We're Talkin'

We're talkin' about DONAHUE averaging a 7 rating in overnight markets in May 1986. That's up a full rating point from May 1985.

We're talkin' about DONAHUE's continued success in the three metered early fringe markets—Dallas, Los Angeles, and San Francisco—where he's #1 in his time period.

We're talkin' about SALLY averaging a 3 rating in her 6 overnight markets. Once again, that represents a gain of a full rating point over May 1985.

We're talkin' about SALLY giving WABC-TV, New York, the best rating and share for her time period.

We're talkin' success— and you can, too.

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Source: WTD, AVG. RTGS., NSI Metered Market Overnights, May 1–28, 1986, and May 2–29, 1985

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Supreme Court passes on Quincy

Broadcasting Jun 16

Supreme Court denies review of Quincy case
The changing world of the Washington lawyer
Advancing on the NAB board

QUINCY DECISION □ Supreme Court denies review of Quincy must-carry case, giving cable First Amendment victory. Broadcasters turn their attention to the compromise now at the FCC. **PAGE 31.**

IN THE CAPITAL □ INTV names new marketing vice president, discusses must carry, music licensing at general manager's conference in Washignton. **PAGE 33.**

DALLAS CONFAB □ Broadcast Promotion and Marketing Executives/Broadcast Designers Association convention in Dallas hears from Stakelin, Parnigoni and Jankowski. **PAGE 34.**

UPPING ANTE □ Macfadden Publications raises offer for Blair to $30 per share. **PAGE 36.**

FUNDING CUTBACK □ WNET New York says it will eliminate, over next few years, national program production for public broadcasting sector and concentrate on serving local area. **PAGE 36.**

BACK TO THE HILL □ Backyard earth stations owners testify before House hearing effects of scrambling. **PAGE 37.**

FROM THE BACK BURNER □ The Advanced Television Systems Committee moves to improve 525-line NTSC. **PAGE 40.**

SNEAK PREVIEW □ CBS's Joseph Flaherty says broadcasters will face difficult challenges ahead in face of new technologies and increased competition. **PAGE 40.**

FIRST SHOW □ NBC's magazine show, *1986*, debuts to mixed reviews. **PAGE 41.**

CHERNOBYL REPORT □ Radio Free Europe/Radio Liberty executives detail reporting of Soviet nuclear accident. **PAGE 42.**

ON THE AGENDA □ NAB board meets this week in Washington for summer board meeting, with radio restructuring issues topping agenda. **PAGE 43.**

THE LAW: 1986 □ The Fowler fervor to deregulate has not left the Washington lawyer in the poor house. Indeed, the practice of communications is thriving. BROADCASTING examines the changing landscape of communications law and its leading practitioners in the capital. **PAGE 48.**

NBC LUAU □ NBC affiliates celebrate first prime time win in Maui. General Electric takeover closes early. Tartikoff signs new contract. Eskridge details 1988 Olympics package. **PAGE 59.**

MEETING IN ST. LOUIS □ NATPE to hold second annual production conference. **PAGE 65.**

ANOTHER WIN □ NBC wins prime time ratings and also takes evening news race. **PAGE 65.**

DEMO LEAD □ Nielsen reports NBC's lead in key demographics for second quarter. **PAGE 66.**

VOICE OF NPR □ Susan Stamberg, as co-host of National Public Radio's *All Things Considered*, has carved herself a niche in the Fifth Estate. **PAGE 87.**

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NATPE ready for second Production Conference

Production people gather in St. Louis for workshops, speeches, exhibits

NATPE will call on the experience it gained last year when it opens its second annual Production Conference at the Adam's Mark hotel in St. Louis this week (June 19-22). An array of exhibitors and speakers and workshops will offer advice to production personnel. More than 600 people are expected to attend. The conference is designed as "one of the few places where the needs of production people" are addressed, according to conference chairman, Paul Krimsier, vice president and assistant general manager, KGMC(TV) Oklahoma City.

NATPE President David Simon, vice president of programing, Fox Television Stations, said that NATPE is hoping for a large number of on-site registrations, as well as the same standing-room-only interest in the conference's sessions that occurred last year when the conference was held in New Orleans. "People didn't use it [the production conference] as an excuse to tour the French Quarter," he said. Simon, former promotion manager at KBHK-TV San Francisco, said he hoped the production conference will offer the production people new insights and also give them the credit he said they deserve:

NBC takes prime time and news

NBC celebrated wins in both prime time and national news during the week of June 2-8, according to Nielsen ratings. In prime time it did it with a 13 average rating and a 24 average share, while CBS had a 12.3/23 and ABC an 11.1/20. In news ratings, NBC had a 10.4/22 to CBS's 10.1/22 and ABC's 10/21.

The news of NBC's second straight win in news ratings, a week after its first win since October 1981, was somewhat mitigated by the news that a final analysis of the prior week ratings showed that NBC did not have the outright win it thought it had. Instead of NBC's winning with a 10/22 over CBS's 9.9/22, as early overnight figures had indicated, the two actually tied at 9.9/22. The discrepancy was a result of one NBC affiliate's (WMAR-TV Baltimore) lack of carriage of *The NBC Nightly News with Tom Brokaw* one evening. The Baltimore station carried a Baltimore Orioles game from 3:15 to 6:21 p.m., and then went straight into local news, preempting the 6:30 NBC national news. According to a Nielsen spokesman, the change in the weekly news ratings was the result of changes between preliminary and final data. The first numbers, reported on Tuesday, did not reflect the pre-emption. Final numbers reported on the following Monday did.

CBS research vice president, David F. Poltrack, said that CBS calculations showed that the pre-emptions for two NBA championship games for the week of June 2-8 made for a loss of 60% of the normal audience on the West Coast. That, he said, meant a 0.4 loss in the week's *CBS News* average. At the same time, ABC and NBC received boosts of 0.2 of a rating point to their weekly news averages. NBC's prime time victory came with wins on five nights—Monday, Wednesday, Thursday, Friday and Saturday. ABC won Tuesday and CBS took Sunday. HUT levels (homes using television) for the week were up from last year to 55.1. Three-network ratings and shares also posted 3% gains compared to the same period a year ago.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	24.2/44
2.	The Cosby Show	NBC	24.0/46
3.	Night Court	NBC	20.3/35
4.	Murder, She Wrote	CBS	18.8/35
5.	R. Clooney Story	CBS	18.3/32
6.	Growing Pains	ABC	17.8/32
7.	Golden Girls	NBC	17.7/34
8.	Who's the Boss	ABC	17.6/33
9.	All is Forgiven	NBC	17.5/29
10.	NBA Champ. Game 5	CBS	16.9/30
11.	Moonlighting	ABC	16.8/28
12.	60 Minutes	CBS	16.5/34
13.	Miami Vice	NBC	16.5/30
14.	227	NBC	16.0/30
15.	Spenser: For Hire	ABC	16.0/27
16.	Newhart	CBS	15.5/24
17.	NBA Champ. Game 4	CBS	15.4/26
18.	Kate & Allie	CBS	15.3/24
19.	Valerie	NBC	14.2/24
20.	No Man's Land	NBC	14.0/23
21.	Highway to Heaven	NBC	13.7/25
22.	Hardcastle & McCormick	ABC	13.7/24
23.	Facts of Life	NBC	13.4/28
24.	You Again	NBC	13.4/24
25.	Stingray	NBC	13.0/24
26.	Hill Street Blues	NBC	13.0/23
27.	20/20	ABC	12.8/23
28.	Cagney & Lacey	CBS	12.7/22
29.	Hunter	NBC	12.7/21
30.	Starting Over	ABC	12.7/21
31.	Magnum, P.I.	CBS	12.6/25
32.	MacGyver	ABC	12.5/23
33.	St. Elsewhere	NBC	12.2/23
34.	Gimme a Break	NBC	12.0/27
35.	Blacke's Magic	NBC	12.0/21
36.	Deadly Encounter	CBS	11.4/21
37.	Gotta Be a Better Way	ABC	11.4/21
38.	Remington Steele	NBC	11.3/22
39.	Mr. Belvedere	ABC	11.0/22
40.	Scarecrow & Mrs. King	CBS	10.8/19
41.	Bronco Billy	NBC	10.8/19
42.	Knight Rider	NBC	10.7/22
43.	Webster	ABC	10.7/22
44.	Old Yeller	ABC	10.7/21
45.	Hero at Large	CBS	10.6/19
46.	Love Boat	ABC	10.3/19
47.	Crazy Like a Fox	CBS	9.8/21
48.	Airwolf	CBS	9.8/18
49	Don't Go to Sleep	ABC	9.8/19
50.	A Team	NBC	9.8/18
51.	Divorce	NBC	9.8/17
52.	Prince of the City, pt. 1	ABC	9.5/17
53.	The Insiders	ABC	9.2/16
54.	Amazing Stories	NBC	8.9/17
55.	Mr. Sunshine	ABC	8.7/16
56.	Moscow Bureau	ABC	8.3/16
57.	Simon & Simon	CBS	8.0/15
58.	Charlie & Company	CBS	7.1/15
59.	West 57th	CBS	7.0/13
60.	Dynasty II: The Colbys	ABC	6.8/12
61.	Ripley's Believe It or Not	ABC	6.4/12
62.	Living Code	CBS	6.3/13
63.	Punky Brewster	NBC	6.2/12
64.	Leo & Liz in Bev. Hills	CBS	5.8/12
65.	Silver Spoons	NBC	5.6/12
66.	The Great Heep	ABC	4.9/11

*indicates premiere episode

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1,778 ft. and change TL. Action May 27.

■ *KETS (ch. 2) Little Rock, Ark.—Granted app. to replace ant. Action May 27.

■ KARD (ch. 14) West Monroe, La.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,876 ft., and replace ant. Action May 27.

■ KDEB-TV (ch. 27) Springfield, Mo.—Granted app. to change HAAT to 1,688 ft. Action May 27.

In Contest

Review board made following decision:

■ Garden City, N.J. (Jarad Broadcasting Co., et al) FM proceeding. Scheduled oral argument for July 3 on exceptions to initial decision of ALJ John M. Frysiak granting app. of Spectron Broadcasting Corp. for new FM station at Garden City, denying competing apps. of Jarad Broadcasting, Garden City Broadcasting Inc., Westplex Broadcasting Co., North Shore Broadcasting, December Ventures Inc., Wink Radio Inc., Fonic Broadcasting Co. and McComas Broadcasting Corp. Each party has 20 minutes for argument. Jarad, Garden City, Westplex, North Shore, December, Wink, Fonic, and McComas may reserve part of their time for rebuttal. By letter, June 4.

ALJ Joseph Chachkin made following decision:

■ Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. Granted petition by South Carolina Broadcasters Limited Partnership and enlarged issues against Sheila Lynn McManus to determine financial qualifications, transmitter site availability, and lack of candor. By MO&O, June 2.

ALJ John M. Frysiak made following decisions:

■ Dalton, Ga. (Family Television of Dalton Inc., et al) TV proceeding. Granted motion for summary decision by Southern Television Inc. and resolved short-spacing issue in its favor. By MO&O, June 5.

■ Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. Granted motion for summary decision and resolved air hazard issue in its favor. By MO&O, June 6.

■ Rock Hill, S.C. (Moore Broadcast Industries Inc., et al) TV proceeding. Granted petition by Family 55 TV Inc., and enlarged issues against Metrolina Media Inc. to determine financial qualifications, and lack of candor. By MO&O, June 4.

■ El Paso (UN2JC Communications, et al) TV proceeding. Granted Liquico Television's motion and dismissed its app. with prejudice. By order, June 4.

ALJ Joseph P. Gonzalez made following decisions:

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Partially granted petition by Jacaranda Broadcasting Co. to enlarge issues against Tampa Bay Broadcast Ltd. to determine financial certification issues. By MO&O, May 22.

■ Bethlehem, Pa. (Sonshine Family Television Corp., et al) TV proceeding. Granted motion by William J. Kimble and enlarged issues against Lehigh Valley Broadcasting and Communications to determine transmitter site availability. By MO&O, May 19.

■ Brady, Tex. (John R. Powley and Kimbell Television Co.) TV proceeding. Granted summary decision by Kimbell and resolved satellite issue in its favor; granted joint requests for settlement agreement by Powley and Kimbell and dismissed Powley's app. with prejudice; granted Kimbell's app. for new TV station at Brady and terminated proceeding. By MO&O, May 15.

ALJ Edward J. Kuhlmann made following decisions:

■ Los Angeles and Norwalk, Calif. (RKO General Inc. and Fidelity Television Inc.) TV proceeding. Denied RKO and Fidelity's motion for leave to file an appeal of MO&O requesting settlement agreement in this proceeding. By MO&O, May 20.

■ Lewiston, Me. (Minority Women's TV Coalition, et al) TV proceeding. Granted motions and petitions and dismissed apps. of Channel 35 Lewiston and Minority Women's TV Coalition with prejudice. By MO&O, May 19.

■ Ship Bottom and Manasquan, N.J. (Niagara Communications Inc. and Coastal Marine Telephone Inc.) Public coast station proceeding. Granted app. of Niagara for new local service public coast station at Ship Bottom; granted Coastal Marine's app. for same service at Manasquan, and terminated proceeding. By order, May 23.

ALJ Edward Luton made following decisions:

■ Battle Creek, Mich. (Thompson Broadcasting of Battle Creek Inc., et al) TV proceeding. By separate orders: granted motion by Margaret Miller and dismissed for failure to prosecute app. of United States Broadcasting Corp. with prejudice; granted motion by Polaris Television and dismissed its app. with prejudice. By orders, May 22.

■ Virginia City, Nev., and Placerville, Calif. (A.M. Renaissance Inc., et al) AM proceeding. By separate orders: granted motion for summary decision by A.M. Renaissance and resolved air hazard issue in its favor; granted motion for summary by Placerville Radio Broadcasters and severed from this proceeding and granted its app. for new AM station at Placerville, Calif.; granted joint request for settlement agreement between A.M. Renaissance and All Kountry Music Broadcasters and dismissed All Kountry's app. with prejudice; granted A.M.'s app. for new station at Virginia City, and terminated proceeding. By MO&O, June 5.

■ El Paso (St. Clement Episcopal Parish School Inc. and El Paso County Community College District) TV proceeding. Granted El Paso County's petition and dismissed its app. with prejudice; granted St. Clement's app. for new TV station at El Paso, terminated proceeding. By order, June 4.

■ Conroe, Tex. (DLBS Inc., et al) TV proceeding. Granted motion for summary decision by G-A Communications Inc. and resolved short-spacing issue in its favor. By order, May 22.

■ Charlotte Amalie, V.I. (The H and M Limited Partnership, et al) FM proceeding. Granted motions by Thousand Islands Corp. and H and M and dismissed their apps. with prejudice. By order, June 4.

ALJ Richard L. Sippel made following decisions:

■ Anchorage (KENI Associates, et al) FM proceeding. Granted joint request for settlement agreement between Aloha Broadcasting Co. and KENI Associates and dismissed KENI's app. with prejudice. By order, June 3.

■ Holly Springs, Miss. (Terry Jan King and Mid South Broadcasting) TV proceeding. Granted joint request for settlement by King and Mid South and dismissed app. of Mid South with prejudice and granted King's app. for new TV station at Holly Springs. By MO&O, May 16.

■ Butte, Mont. (Community Christian Television) TV proceeding. Granted app. of Community Christian for new TV station at Butte and terminated proceeding. By order, May 27.

■ Wolfforth, Tex. (Randy Chandler Ministries Inc. and Garcia Communications) TV proceeding. Granted joint request for settlement agreement by Chandler and Garcia and dismissed Garcia's app. with prejudice and conditionally granted Chandler's app. for new TV station at Wolfforth. By MO&O, May 14.

Summary of broadcasting
as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
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Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

ALJ Joseph Stirmer made following decisions:

■ San Luis Obispo, Calif. (Pacific Television Ltd., et al) TV proceeding. Granted petition for summary decision by Obispo Television and resolved air hazard issue in its favor. By MO&O, June 3.

■ York Center, Me. (Mildam Associates, et al) FM proceeding. Granted joint request for settlement agreement by Mildam Associates, Katherine T. McCann, Eileen J. Cole-Russo and Coastal Radio Broadcasting Co. and dismissed apps. of McCann, Russo and Coastal with prejudice; granted Mildam's app. for new FM station at York Center, and terminated proceeding. By MO&O, May 23.

■ Las Vegas (Valley Broadcasting Co. and William H. Herstadt) TV proceeding. Partially granted Herstadt's petition to enlarge issues against Valley to determine future ownership rights. By MO&O, May 23.

ALJ James F. Tierney made following decision:

■ Anderson, S.C. (Bowman Aviation Inc. and Anderson Aviation Inc.) Aeronautical Advisory Station proceeding. Granted Private Radio Bureau's motion and granted both Bowman and Anderson's apps. for Aeronautical Advisory Station at Anderson and terminated proceeding. By MO&O, May 21.

Call Letters

Applications

Call	*Sought by*
	New AM
KRBZ	Majone M. Zellmer, Del Norte, Colo.
	Existing AM
KYYN	KZZE KYYN Limited, Poteau, Okla.

Grants

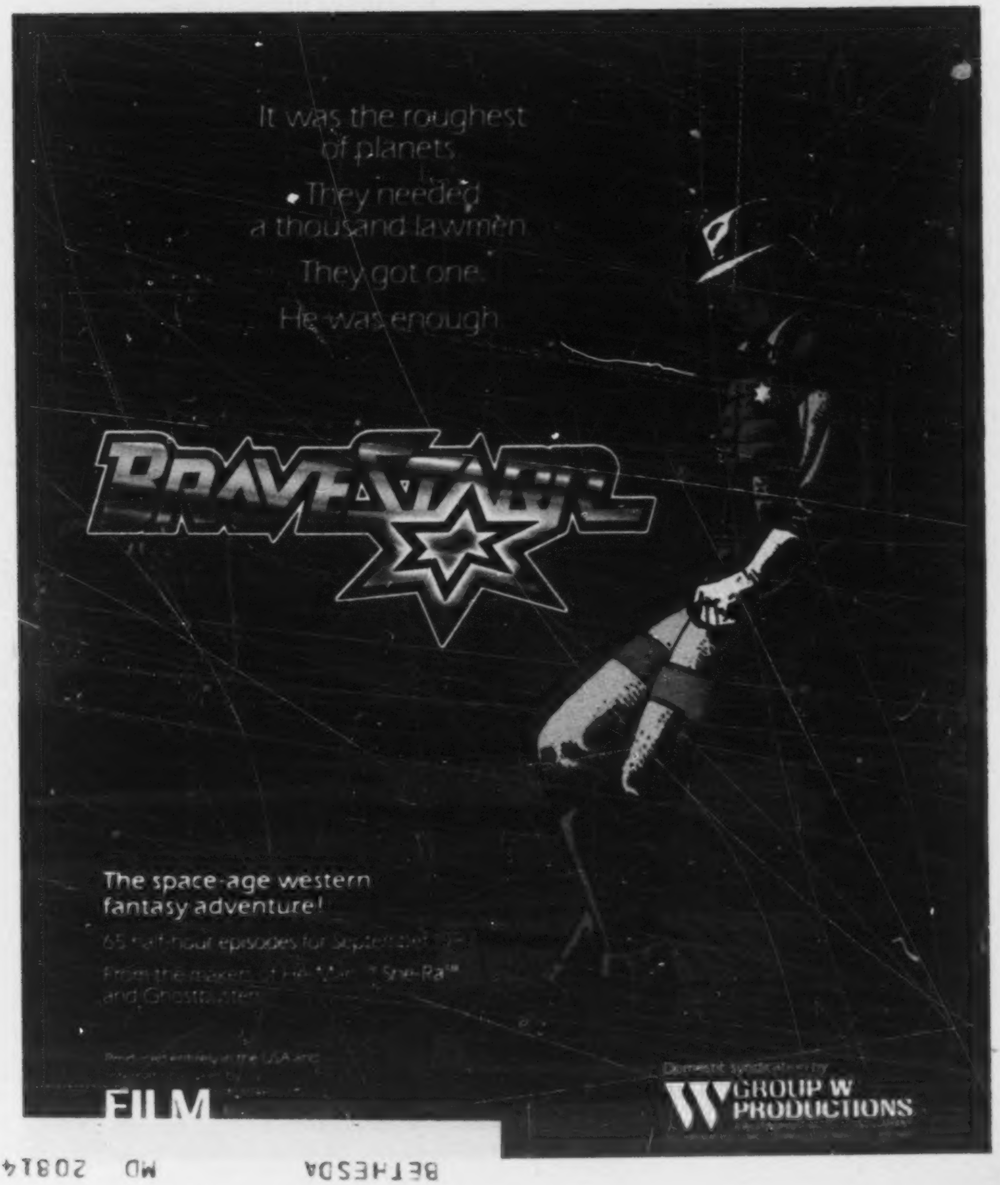
Call	*Assigned to*
	New FM's
WWFF	Donna K. Green, Marathon, Fla.
KZZJ-FM	Rugby Broadcasting Inc., Rugby, N.D.
	Existing AM's
KERE	KARE KARE Inc., Atchison, Kan.
WZRX	WYHT Capital Radio Corp., Jackson, Miss.
KUGT	KJAS Target Media Inc., Jackson, Mo.
WNOW	WCOR Mint Hill Media, Mint Hill, N.C.
WCOR	WNOW County Seat Radio, Blountville, Tenn.
KDFT	KLCA Louis B. Crain, Ferris, Tex.
	Existing FM's
KDJQ	KPOP Fuller-Jeffrey Group Inc., Roseville, Calif.
KOTM-FM	KLEE-FM Kleeco Radio Inc., Ottumwa, Iowa
KROF-FM	KASC Abbeville Broadcasting Service Inc., Abbeville, La.
WWGT	WJBQ Porter Communications Systems Inc., Portland, Me.
KCGQ	KJAS-FM Target Media Inc., Gordonville, Mo.
KFGO-FM	KRRZ Communications Properties Inc., Fargo, N.D.
KMGL	KOFM KOFM Inc., Oklahoma City
KBNG	KLRZ Salty Broadcasting Corp., Provo, Utah
	Existing TV
WHBL-TV	WMRW-TV Sheboygan County Broadcasting Co., Sheboygan, Wis.

C1250-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 23



It was the roughest of planets.

They needed a thousand lawmen.

They got one.

He was enough.

The space-age western fantasy adventure!

65 half-hour episodes for September 1987

From the makers of He-Man,™ She-Ra™ and Ghostbusters

Produced entirely in the USA and

FILM

Domestic syndication by

GROUP W PRODUCTIONS

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

55th Year 1986

Changing of the guard

Downsville

Vol. 110 No. 25

Broadcasting ▫ Jun 23

Changing of the brethren
At Large with John Sie
Daytime television blues

DAYTIME BLUES ☐ Networks cut prices in daytime television. Move could represent revenue drop of as much as $100 million. **PAGE 35.**

COURT SHIFT ☐ Burger steps down as chief justice; Rehnquist elevated and Scalia nominated to court, subject to congressional approval. **PAGE 36.**

RADIO PROGRESS ☐ At NAB summer joint board meeting, radio members heartened by progress toward greater autonomy within NAB. **PAGE 40.**

THE SIE IN CABLE ☐ John Sie, senior vice president, TCI, appears to be at the forefront of issues currently dominating the cable industry. In this "At Large" interview he talks with BROADCASTING editors about the move to a program consortium, the marketing problems associated with backyard earth station owners and the dilemma of making cable more user friendly. **PAGE 46.**

CASE CLOSED ☐ Supreme Court rejects appeal in Herbert case, ending 12-year litigation brought by Army lieutenant colonel. **PAGE 52.**

JOURNALISM CRITIQUE ☐ BROADCASTING-Taishoff seminar covers news developments in Fifth Estate. Issues addressed include ethics, White House-press relationship, satellite technology, network versus local news, getting ahead in employment and news ratings. **PAGES 53-57.**

JERSEY PANEL ☐ Cameras in the courtroom debated at Rutgers seminar. **PAGE 58.**

DIFFUSION ☐ Furor over NBC's Abbas interview cooling down. **PAGE 59.**

PRESS RESTRICTIONS ☐ South African crackdown on press movements poses challenge for networks' coverage there. **PAGE 59.**

LOOKING TO REBOUND ☐ During annual press tour, CBS announces strategies to regain prime time crown. Stringer says changes in *Morning News* will come by September. Jankowski says cost-containment report will be finished by the end of the month. **PAGE 60.**

NBC TOUR ☐ Grant Tinker says NBC is evaluating its expenses. Eskridge provides more details on Olympics coverage. **PAGE 62.**

SELF-INTEREST ☐ American Advertising Federation convention hears calls for lobbying against legislation adversely affecting advertising's interests. **PAGE 65.**

AD REPORT ☐ Common Market proposes to relax restrictions on television advertising in Europe. **PAGE 66.**

TOP 100 ☐ Television Bureau of Advertising releases list of 1985's top 100 network and spot television advertisers; Procter & Gamble again leads the way. **PAGE 68.**

IN THE HOME ☐ Heritage cable head James Cownie tells Washington Metropolitan Cable Club that home shopping on cable shows great promise. **PAGE 71.**

ON THE OFFENSE ☐ INTV says A/B switch proposal is not the solution to the must-carry problem. **PAGE 75.**

CONSENSUS BUILDING ☐ Guidelines drafted for RFE/RL run into obstacles on the Hill. **PAGE 76.**

FIRST IN SALES ☐ Eastman Radio's Jerry Schubert believes the ability to sell is the key to success in the rep field. **PAGE 95.**

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eliminate the possibility of a boycott that [North Korea] has been trying to organize."

NBC has partial protection from boycotts in the form of cash compensation that it would receive from the South Koreans. The amount of compensation is determined by how competitive the would-be boycotting countries have been in past games. If for some reason the American team does not participate in the games, said Eskridge, the network would receive a full refund of its television rights payment and would not cover the games.

NBC believes it will be able to sell perhaps $600 million in advertising for the games, and make a "reasonable profit" said Eskridge. (The rights payment was $300 million and production and marketing and administrative costs will total close to $150 million.) Taking into account agency commissions, the network stands to earn between $60 million and $70 million at most. Eskridge declined to talk specifically about how much the network expects to take in.

No decisions have been made yet on the on-air talent for the games, but Eskridge said NBC would probably use several "central hosts" rather than the single-host approach (Jim McKay) that ABC has used in the past. He said that *Today* "would have a presence in the games" and that *Today* co-host Bryant Gumbel would have an expanded role in the coverage, although that role is as yet undefined.

With 1988 being an election year, Eskridge said there would be frequent network news cut-ins in the Olympic coverage, particulary in 7 a.m.-10 a.m. part of the sched-

Winners. Co-anchors of NBC's *Today* show, Jane Pauley and Bryant Gumbel, were honored last Wednesday (June 18) as "Broadcasters of the Year" by the International Radio and Television Society at a lunch at the Waldorf-Astoria hotel in New York. Joining such past winners from the news field as Walter Cronkite, Barbara Walters and Ted Koppel, the early morning news team was recognized for having "significantly enhanced" the broadcasting industry. "Why does it matter so much to me that you have included my name in this citation? I am the 34th in a long line of succession of females on the *Today* program. I did have the good timing, however, to come along, to be the first never to have been identified as a *Today* show girl. Though a television critic once did identify me as a hood ornament...This is not a hood ornament," she said holding the award. "And I feel it is tangible proof that Jane Pauley isn't either..."

Gumbel said that when he joined the program he was "struck by how lightly regarded morning fare was." He said that those who pretend "journalism is always spelled with a capital 'J,' maybe can't appreciate the pride we take in being news people and caring an awful lot about a number of things that fall under that banner. So I accept this as an indication that a lot of that attitude is changing," he said. The co-anchor team works, he said, because of an "attitude of mutual respect and a great deal of affection and perhaps primarily because Jane happens to be more patient than I am." L-r: Gumbel, Pauley and IRTS's Ed Bleier.

NBC wins prime time and ties in news share

In a familiar story line, half-hour sitcoms gave NBC another summer win in prime time programing for the week June 9-15, according to the Nielsen ratings. In news ratings, CBS regained the ratings lead after tying NBC three weeks ago, and losing to that network two weeks ago. But NBC tied CBS in news shares for the week June 9-15.

NBC's prime time win was led by its 8 to 10 p.m. Thursday comedy block, which provided the week's top four programs in their order of appearance—*The Cosby Show* (25.4/48), *Family Ties* (24.4/45), *Cheers* (21.4/40) and *All is Forgiven* (18.6/34). NBC had a 12.8 average rating during the week, and a 25 share, compared to a 10.4/20 for ABC and a 9.9/19 for CBS. In the evening news race, CBS had a 10.3/22, NBC a 9.7/22 and ABC a 9.4/21.

Eight of the week's top 10 shows were half-hour comedies. The only hours in the pack were the seventh-ranked *20/20* (16.3/32) on ABC, and the ninth-ranked *Murder, She Wrote* on CBS. In nightly wins, NBC took Thursday, Friday and Saturday; ABC won Tuesday and Wednesday, and CBS took Monday and Sunday.

The week's ratings statistics showed significant declines. HUT levels were 51.7, down more than 8% from the comparable week a year ago when they were at 56. The three network ratings also slid more than 8%, from 35.9 to 33.1. The three-network shares held their mark of last year, 64.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.4/48
2.	Family Ties	NBC	24.4/45
3.	Cheers	NBC	21.4/40
4.	All is Forgiven	NBC	18.6/34
5.	Golden Girls	NBC	17.0/35
6.	Growing Pains	ABC	16.6/30
7.	20/20	ABC	16.3/32
8.	Who's the Boss	ABC	15.9/30
9.	Murder, She Wrote	CBS	15.4/32
10.	227	NBC	15.4/31
11.	Hardcastle & McCormick	ABC	15.4/27
12.	60 Minutes	CBS	15.0/35
13.	Moonlighting	ABC	14.7/26
14.	Highway to Heaven	NBC	14.6/26
15.	Kate & Allie	CBS	14.5/26
16.	Paternity	NBC	14.1/27
17.	Newhart	CBS	14.0/24
18.	Remington Steele	NBC	13.5/26
19.	Hotel	ABC	13.4/27
20.	Life-Party: Beatrice	CBS	13.4/25
21.	Blacke's Magic	NBC	13.4/23
22.	Hill Street Blues	NBC	13.3/26
23.	Miami Vice	NBC	13.0/27
24.	MacGyver	ABC	12.9/23
25.	Facts of Life	NBC	12.7/29
26.	You Again	NBC	12.4/24
27.	Spenser: For Hire	ABC	12.4/23
28.	*1986	NBC	12.3/23
29.	Cagney & Lacey	CBS	12.1/22
30.	St. Elsewhere	NBC	11.8/24
31.	Stiller & Meara	NBC	11.8/22
32.	...& Justice for All	ABC	11.6/23
33.	Mr. Belvedere	ABC	11.5/25
34.	Stingray	NBC	11.4/23
35.	Scarecrow & Mrs. King	CBS	11.3/21
36.	Hunter	NBC	11.3/29
37.	Gimme a Break	NBC	10.8/26
38.	Webster	ABC	10.8/25
39.	Bridges to Cross	CBS	10.5/19
40.	Farrell for People	NBC	10.3/18
41.	A Team	NBC	10.2/19
42.	Grease	ABC	10.1/21
43.	Apple Dumpling Gang	ABC	9.8/21
44.	Equalizer	CBS	9.6/18
45.	Magnum, P.I.	CBS	9.5/17
46.	Brotherly Love	CBS	9.1/18
47.	Crazy Like a Fox	CBS	9.0/17
48.	West 57th	CBS	8.6/16
49.	Love Boat	ABC	8.4/17
50.	Twilight Zone	CBS	8.3/19
51.	Mr. Sunshine	ABC	8.3/17
52.	Knight Rider	NBC	8.2/19
53.	Hearts of Steel	ABC	8.0/16
54.	The Insiders	ABC	8.0/15
55.	Simon & Simon	CBS	7.9/15
56.	*Alfred Hitchcock Presents	NBC	7.6/15
57.	Prince of the City, pt. 2	ABC	7.6/13
58.	Amazing Stories	NBC	7.5/16
59.	Airwolf	CBS	7.2/12
60.	Knots Landing	CBS	6.9/13
61.	Great Muppet Caper	CBS	6.8/15
62.	Lily	CBS	6.6/14
63.	Punky Brewster	NBC	6.4/14
64.	Foley Square	CBS	6.2/11
65.	Dynasty II: The Colbys	ABC	5.8/11
66.	Benson	ABC	5.7/13
67.	Diff'rent Strokes	ABC	5.6/14
68.	Silver Spoons	NBC	5.6/13
69.	Ripley's Believe It or Not	ABC	5.2/10

*indicates premiere episode

sion of the topic has been heavy in international communications circles since the early 1980's, especially after the 1984 publication of EC's controversial 367-page treatise, "Television Without Frontiers," but the earliest that new regulations could be fully in place would not likely be until the end of the decade.

Television advertising was a key concern of the commission in formulating the proposal, since a loosening of ad restrictions is believed by many to be an essential economic element of the expanding European TV services, both public and private (BROADCASTING, March 31). The proposal calls for member states to substantially increase the amount of advertising allowed in cross-frontier broadcasting, up to 15% of the program day. The percentage, an average of nine minutes per hour, is to be greater in those countries where internal broadcasters already exceed the limit.

Along with the expansion for cross-frontier broadcast advertising, however, the proposal also would allow a series of restrictions on advertising by domestic broadcasters, including limits on sponsorship, bans on alcohol and tobacco ads, forced grouping of ads, decency standards and constraints on advertising aimed at children.

The commission proposal aims as well to bolster the European production industry

Top 100 Television Advertisers

Procter & Gamble remains television's leading advertiser, spending nearly $780 million in network and spot television in 1985. It was followed in the top five by Philip Morris ($478 million), McDonald's ($303 million), Pepsico ($266 million) and R.J. Reynolds ($262 million).

The following is a list of the top 100 advertisers as compiled by the Television Bureau of Advertising from an analysis of data from Broadcast Advertisers Reports. An asterisk denotes that data has been adjusted to reflect mergers, acqusitions and divestitures.

	Network TV	Spot TV	Total TV	% chg
Procter & Gamble*	$493,729,600	$285,362,800	$779,092,400	5%
Philip Morris*	348,281,300	139,002,100	478,283,400	-2%
McDonald's	184,882,200	118,054,200	302,936,400	19%
PepsiCo*	82,456,300	183,482,100	265,938,400	9%
R.J. Reynolds*	179,344,900	82,898,500	262,243,400	2%
General Motors	209,897,600	49,033,200	258,930,300	-4%
General Mills	115,771,400	122,980,900	238,752,300	6%
Pillsbury*	115,860,600	115,807,200	231,667,800	7%
Ford	191,373,200	37,494,400	228,867,600	12%
Anheuser-Busch	154,503,400	72,618,800	227,122,200	0%
Unilever	153,753,600	55,530,400	209,284,000	4%
Kellogg	156,431,100	51,049,700	207,284,800	23%
American Home	181,951,400	19,813,300	201,764,700	-3%
AT&T	167,727,800	29,705,800	197,433,600	-27%
Coca Cola*	119,106,900	75,209,300	194,316,200	-5%
Dart & Kraft*	111,229,600	63,941,500	175,171,100	-1%
Johnson & Johnson	154,963,700	10,618,200	165,581,900	-5%
Beatrice*	111,640,100	53,398,300	165,038,400	1%
Sears, Roebuck	122,657,100	34,443,400	157,100,500	-24%
Ralston Purina*	102,616,800	44,322,800	146,939,600	13%
Bristol Myers	127,641,900	17,091,500	144,733,400	4%
Nestle*	76,754,100	54,610,500	131,364,600	7%
Chrysler	96,194,300	32,351,100	128,545,400	4%
Mars	87,216,400	39,874,100	127,090,500	17%
Warner-Lambert	83,352,400	39,280,900	122,633,300	-4%
Toyota	27,793,200	71,013,800	98,807,000	28%
Sterling Drug	80,980,300	14,881,800	95,862,100	-4%
Hasbro	31,655,600	63,766,900	95,422,500	34%
Sara Lee*	64,680,200	27,034,600	91,714,800	-1%
Quaker Oats	67,045,100	23,596,100	90,641,200	0%
H.J. Heinz	56,461,900	34,123,700	90,585,600	12%
Beecham Group	73,162,800	12,933,700	86,096,500	2%
Wendy's	44,274,200	40,441,800	84,716,000	14%
Colgate Palmolive	64,955,800	16,751,000	81,706,800	-9%
Campbell Soup	68,496,900	11,667,900	80,164,800	-16%
Nissan	34,859,600	44,673,900	79,833,500	-13%
GTE	14,653,500	57,214,400	71,867,900	61%
Am. Dairy Assoc.	71,089,400	—	71,089,400	53%
Gillette	53,634,600	16,118,900	69,753,500	-4%
William Wrigley	47,914,400	19,304,400	67,218,900	15%
IBM	62,749,200	2,227,100	64,976,300	-23%
Honda	55,108,700	9,819,500	64,928,200	3%
Dow	52,799,400	11,720,600	64,520,000	15%
J.C. Penney	44,552,200	17,639,800	62,192,000	23%
American Express	40,448,400	19,805,800	60,254,200	-24%
Clorox	45,122,100	13,619,200	58,741,300	-9%
Mattel	37,165,500	20,808,400	57,973,900	15%
American Motors	52,690,400	3,811,500	56,501,900	-18%
Union Carbide*	46,460,100	9,893,400	56,353,500	21%
IC Industries*	22,769,100	31,546,600	54,315,700	30%

	Network TV	Spot TV	Total TV	% chg
S.C. Johnson*	44,979,200	8,113,900	53,093,100	67%
Adolph Coors	18,076,400	34,633,100	52,709,500	42%
Cosmair	42,130,800	10,272,700	52 403,500	-4%
Eastman Kodak	44,303,300	7,895,200	52,198,500	-30%
Volkswagenwerk	34,892,300	15,677,700	50,570,000	34%
U.S. Armed Forces	50,351,300	N.A.	50,351,300	23%
Bayer	46,368,300	3,925,700	50,294,000	-6%
Hershey Foods	32,553,700	17,242,000	49,795,700	13%
UAL*	29,940,300	18,576,900	48,517,200	-9%
Time	2,903,200	45,344,600	48,247,800	7%
General Electric	41,143,400	7,004,900	48,143,300	0%
Chesebrough Pds*	42,150,800	5,771,200	47,922,000	-8%
Stroh Brewery	38,109,500	9,638,500	47,748,000	-15%
Kimberly Clark	40,726,800	6,212,700	46,939,500	-17%
MCA	38,862,500	7,966,900	46,829,400	36%
Nissan Dealers	—	45,840,800	45,840,800	34%
Mazda	38,775,600	5,381,100	44,156,700	44%
Schering-Plough	39,308,200	4,170,800	43,479,000	14%
Merrill Lynch & Co.*	25,909,900	17,276,900	43,186,800	66%
American Cyanamid	28,371,000	13,833,200	42,204,200	-21%
Noxell	38,739,500	2,823,500	41,563,000	-4%
Pantry Pride*	32,300,000	8,942,000	41,242,000	-32%
Pfizer	38,552,000	2,652,500	41,204,500	0%
Grand Metropolitan*	23,786,600	16,594,800	40,336,400	6%
K Mart*	16,221,800	23,260,400	39,482,200	-32%
AMR Corp.	23,007,900	16,280,600	39,288,200	1%
Monsanto*	33,021,800	5,778,500	38,800,300	7%
E&J Gallo Winery	33,571,200	4,113,500	37,684,700	18%
Gulf + Western	18,621,900	18,031,000	36,652,900	-24%
Mobil	12,864,800	23,212,800	36,077,600	-5%
Warner Comm.	21,043,900	14,816,400	35,860,300	-32%
Imasco	8,925,300	26,826,300	35,751,600	15%
Chevrolet Dealers	—	35,273,700	35,273,700	48%
Black & Decker	26,135,200	8,760,700	34,895,900	71%
Olds Dealers Assn.	—	33,620,600	33,620,600	76%
Dayton-Hudson	—	33,275,400	33,275,400	8%
Metropolitan Life*	23,900,400	8,970,700	32,871,100	102%
Prudential	28,438,800	3,648,900	32,087,700	49%
Tandy	28,336,600	3,254,000	31,590,600	-17%
MCI Comm.	—	31,019,200	31,019,200	-6%
A.H. Robins	6,591,900	23,712,000	30,303,900	-4%
Ford Dealers Assn.	—	29,812,300	29,812,300	6%
Walt Disney Prods.	2,336,700	27,469,500	29,806,200	88%
Mennen	28,283,500	1,252,900	29,536,400	6%
Jeffrey Martin	22,700,300	6,788,100	29,488,400	9%
Pontiac Dealers	—	28,974,200	28,974,200	61%
The Kroger Co.*	8,800	28,785,000	28,793,800	12%
CPC International	16,851,800	11,768,100	28,619,900	-14%
Citicorp	17,174,200	10,964,600	28,138,800	16%
News Corp.*	5,384,800	22,716,700	28,101,500	-19%

increase day power to 2.4 kw; increase night power to 1.5 kw; change TL, and make changes in ant. sys. App. June 10.

■ WADX (1420 khz) Trenton, Ga.—Seeks CP to increase power to 2.5 kw. App. June 12.

■ KIPA (620 khz) Hilo, Hawaii—Seeks CP to operate experimental synchronous station at Kaluda, Hawaii, simultaneously with KIPA on same frequency, 620 khz, with 5 kw. By separate app., seeks CP to operate experimental synchornous station at Naalehue, Hawaii, simultaneously with KIPA facility on 620 khz with 5 kw. Apps. June 12.

■ KOFE (1490 khz) St. Maries, Idaho—Seeks CP to change freq. to 1240 khz and change night power to 500 w. App. June 10.

■ WCXN (1170 khz) Claremont, N.C.—Seeks CP to increase power to 10 kw. App. June 10.

■ KRKZ (1010 khz) Milwaukee, Ore.—Seeks mod. of CP to change ERP to 5 kw; change TL, and make changes in ant. sys. App. June 12.

■ WIEZ (1490 khz) Lewiston, Pa.—Seeks CP to change freq. to 670 khz and change power to 6 kw. App. June 10.

■ WARD (1550 khz) Pittston, Pa.—Seeks CP to increase power to 10 kw. App. June 10.

Accepted

■ WMFC (1360 khz) Monroeville, Ala.—Seeks CP to change TL and make changes in ant. sys. App. June 16.

■ WCZE (820 khz) Chicago—Seeks CP to change TL. App. June 12.

■ WFCV (1090 khz) Fort Wayne, Ind.—Seeks CP to make changes in ant. sys. App. June 16.

■ WXXI (1370 khz) Rochester, N.Y.—Seeks mod. of lic. to operate transmitter by remote control. App. June 12.

■ WBAW (740 khz) Barnwell, S.C.—Seeks CP to change TL and make changes in ant. sys. App. June 16.

FM's

Accepted

■ KFNC (105.5 mhz) Stuttgart, Ark.—Seeks mod. of CP to change TL and change HAAT to 324.4 ft. App. June 13.

■ KRPQ (104.9 mhz) Rohnert Park, Calif.—Seeks CP to change ERP to .42 kw and change HAAT to 915 ft. App. June 12.

■ KYA-FM (93.3 mhz) San Francisco—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. June 12.

■ KZFR (102.9 mhz) South Lake Tahoe, Calif.—Seeks mod. of CP to change TL; change ERP to .89 kw, and change HAAT to 2,822 ft. App. June 12.

■ KJUG (106.7 mhz) Tulare, Calif.—Seeks CP to change ERP to 1.2 kw. App. June 12.

■ KKMG (98.9 mhz) Pueblo, Colo.—Seeks CP to change TL and change HAAT to 1,210 ft. App. June 13.

■ KCCY (97.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,161 ft. App. June 13.

■ KKQX (106.3 mhz) Widefield, Colo.—Seeks mod. of CP to change TL; change ERP to .071 kw, and change HAAT to 1,987.35 ft. App. June 13.

■ *WMNF (88.5 mhz) Tampa, Fla.—Seeks mod. of lic. to install new transmission sys. App. June 13.

■ KBUZ (106.5 mhz) Arkansas City, Kan.—Seeks CP to change TL and change HAAT to 1,968 ft. App. June 13.

■ WGRK-FM (103.1 mhz) Greensburg, Ky.—Seeks CP to change ERP to 2.2 kw. App. June 12.

■ WSEK (96.7 mhz) Somerset, Ky.—Seeks CP to change HAAT to 328 ft. App. June 12.

■ WCKW-FM (92.3 mhz) La Place, La.—Seeks mod. of CP to change TL. App. June 12.

■ WQST (92.5 mhz) Forest, Miss.—Seeks mod. of CP to change TL and change HAAT to 992 ft. App. June 13.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Seeks mod. of CP to 947.92 ft. App. June 12.

■ KEZK (102.5 mhz) St. Louis—Seeks mod. of CP to change TL and change HAAT to 1,026 ft. App. June 13.

■ KHFM (96.3 mhz) Albuquerque, N.M.—Seeks mod. of CP to change ERP to 18 kw. App. June 12.

■ KXKK (97.7 mhz) Lordsburg, N.M.—Seeks mod. of CP to change freq. to 97.9 mhz; change TL; change ERP to 94 kw, and change HAAT to 2,007.36 ft. App. June 12.

■ KKQV (103.3 mhz) Wichita Falls, Tex.—Seeks CP to change TL and change HAAT to 992.275 ft. App. June 13.

■ KCGL (105.5 mhz) Centerville, Utah—Seeks CP to change ERP to .339 kw. App. June 12.

■ *KDNA (91.9 mhz) Yakima, Wash.—Seeks CP to change ERP to 17.1 kw. App. June 12.

■ WRLO-FM (105.3 mhz) Antigo, Wis.—Seeks mod. of CP to install DA. App. June 12.

TV's

Accepted

■ WRES (ch. 18) Cocoa, Fla.—Seeks MP to change ERP to vis. 28.3 kw, aur. 2.8 kw; change HAAT to 400.16 ft., and change TL. App. June 16.

■ WJCL (ch. 22) Savannah, Ga.—Seeks CP to change ERP to vis. 3,830 kw, aur. 383 kw. App. June 10.

■ KHFT (ch. 29) Hobbs, N.M.—Seeks MP to change ERP to vis. 8 kw, aur. .8 kw and change HAAT to 522 ft. App. June 16.

Actions

AM's

■ WMOO (660 khz) Mobile, Ala.—Granted app. to make changes in ant. sys. Action June 4.

■ WANM (1070 khz) Tallahassee, Fla.—Granted app. to make changes in ant. sys. Action June 10.

■ WZBR (1520 khz) Amory, Kan.—Granted app. to change freq. to 1170 khz and make changes in ant. sys. Action June 3.

■ WKYJ (770 khz) Nicholasville, Ky.—Granted app. to change TL. Action June 9.

■ WKLW (600 khz) Paintsville, Ky.—Granted app. to increase power to 5 kw. Action June 3.

■ WBSO (650 khz) Clinton, Mass.—Granted app. to change TL. Action June 4.

■ WTTF (850 khz) Walnut, Miss.—Granted app. to make changes in ant. sys. Action June 10.

■ WNYC (830 khz) New York—Granted app. to add night service with 10 kw; increase day power to 50 kw; install DA-2; change freq. to 820 khz; change TL, and make changes in ant. sys. Action May 21.

Summary of broadcasting
as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WTFF (1600 khz) Tiffin, Ohio—Granted app. to operate transmitter by remote control. Action June 10.

■ WKAP (1320 khz) Allentown, Pa.—Granted app. to operate transmitter by remote control. Action June 10.

■ WBOZ (880 khz) Sabana Grande, P.R.—Granted app. to change TL. Action June 4.

■ KMUV (1140 khz) Conroe, Tex.—Granted app. to increase power to 5 kw. Action June 5.

■ KURV (710 khz) Edinburg, Tex.—Granted app. to increase night power to .91 kw. Action June 3.

■ WVMR (1370 khz) Frost, W.Va.—Granted app. to increase daytime power to 5 kw. Action June 10.

FM's

■ WQLT-FM (107.3 mhz) Florence, Ala.—Granted app. to change HAAT to 1,000 ft. Action June 9.

■ KUUK-FM (105.5 mhz) Wickenburg, Ariz.—Granted app. to change TL and change HAAT to minus 265.68 ft. Action June 6.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Dismissed app. to install aux. sys. Action June 2.

■ KKHR (93.1 mhz) Los Angeles—Dismissed app. to change ERP to 29.5 kw and change HAAT to 3,498 ft. Action June 2.

■ WWBA (107.3 mhz) St. Petersburg, Fla.—Granted app. to install aux. sys. Action June 5.

■ KETB (102.3 mhz) Couer D' Alene, Idaho—Dismissed app. to change TL; change ERP to 3 kw, and change HAAT to 288 ft. Action June 2.

■ *WIUM (91.3 mhz) Macomb, Ill.—Dismissed app. to change ERP to 28 kw; change HAAT to 470 ft., and make changes in ant. sys. Action June 2.

■ KXOF (106.3 mhz) Bloomfield, Iowa—Granted app. to change HAAT to 300 ft. Action June 6.

■ KOEL-FM (92.3 mhz) Oelwein, Iowa—Granted app. to change TL and change HAAT to 1,000 ft. Action June 9.

■ WAIN-FM (93.5 mhz) Columbia, Ky.—Granted app. to install new transmission sys. Action June 6.

■ WKJN (103.3 mhz) Hammond, La.—Granted app. to install aux. sys. Action June 6.

■ WMCM (93.5 mhz) Rockland, Me.—Granted app. to change TL; change ERP to .562 kw, and change HAAT to 612.5 ft. Action June 6.

■ WCAV (97.7 mhz) Brockton, Mass.—Granted app. to change TL; change HAAT to 3 kw, and move SL outside Brockton city limits. Action June 9.

■ WJZZ (105.9 mhz) Detroit—Dismissed app. to install aux. sys. Action June 2.

■ KNWS-FM (101.9 mhz) Waterloo, Iowa—Granted app. to install aux. sys. Action May 27.

■ *WITC (90.9 mhz) Cazenovia, N.Y.—Granted app. to change freq. to 88.9 mhz and change ERP to .129 kw. Action June 4.

■ WERZ (107.1 mhz) Exeter, N.H.—Granted app. to change ERP to 2.5 kw. Action June 11.

■ WKNE-FM (103.7 mhz) Keene, N.H.—Granted app. to change ERP to 24.5 kw and change HAAT to 688.8 ft. Action June 6.

■ WSOC-FM (103.7 mhz) Charlotte, N.C.—Granted app. to 1,059.44 ft. and make changes in ant. sys. Action June 6.

■ KFXI (92.1 mhz) Marlow, Okla.—Granted app. to change ERP to 1.7 kw and change HAAT to 428 ft. Action June 6.

■ WRJT (107.1 mhz) Monterey, Tenn.—Granted app. to change TL; change ERP to 1.25 kw, and change HAAT to 486 ft. Action June 10.

■ KTFA (92.1 mhz) Groves, Tex.—Granted app. to change ERP to 3 kw and change HAAT to 312 ft. Action June 6.

■ KLCY-FM (94.1 mhz) Salt Lake City—Granted app. to install aux. sys. Action June 3.

■ WKDE-FM (105.5 mhz) Alta Vista, Va.—Granted app. to change TL and change HAAT to 328 ft. Action June 6.

■ KHIT (106.9 mhz) Bremerton, Wash.—Granted app. to change TL and change HAAT to 819 ft. Action June 6.

■ WVHT (99.3 mhz) Elkins, W.Va.—Granted app. to change HAAT to 328 ft. Action June 6.

TV's

■ WINM (ch. 63) Angola, Ind.—Granted app. to change ERP to vis. 2,900 kw, aur. 290 kw. Action June 10.

■ WTUV (ch. 33) Utica, N.Y.—Granted app. to change ERP to vis. 42.5 kw, aur. 4.25 kw and change HAAT to 647.144 ft. Action June 9.

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

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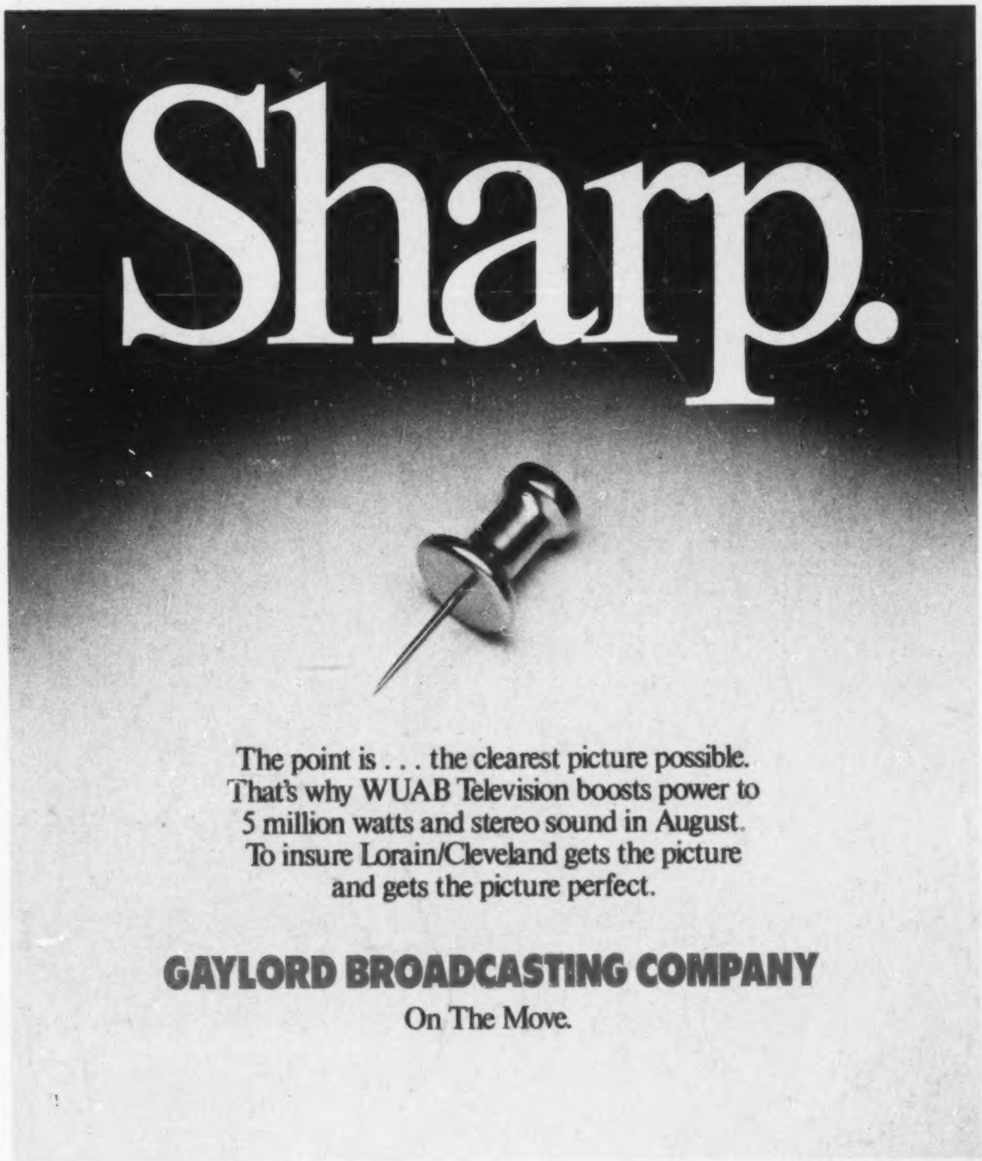
C1750-1

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE
Broadcasting Jun 30



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The point is . . . the clearest picture possible. That's why WUAB Television boosts power to 5 million watts and stereo sound in August. To insure Lorain/Cleveland gets the picture and gets the picture perfect.

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Station Flipping

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Vol. 110 No. 26

Broadcasting ▱ Jun 30

The fallout from station flipping
Coverage from CTAM
Supreme Court hands journalists libel win

TRADING TALK □ BROADCASTING takes a look at three quick station turnovers (KTLA Los Angeles, KITN Minneapolis and WFTV Orlando, Fla.) made possible by the elimination of the three-year trafficking rule. **PAGE 27.**

TAKE YOUR SEAT □ Patricia Diaz Dennis sworn in as fifth FCC commissioner, filling vacated seat of Henry Rivera. **PAGE 28.**

ACCENTUATE THE POSITIVE □ Cable Television Administration and Marketing Society's 10th annual conference looks to find ways to keep cable competitive by obtaining and promoting exclusive programing. **PAGE 30.**

DISCOVERING DISCOVERY □ Group of MSO's acquire equity interest in Discovery Channel. **PAGE 32.**

LAST, BUT □ ABC is final network to hold press tour; Stoddard talks of long recovery road ahead. Swanson to hold the line on sports rights costs. Lucille Ball to return to series television. **PAGE 35.**

PRODUCTION POINTERS □ NATPE conference provides instruction on latest program production techniques. **PAGE 42.**

TAXING MEASURE □ All eyes move to conference committee after Senate approves tax legislation. **PAGE 45.**

LIBEL VICTORY □ Supreme Court rules in favor of press in Jack Anderson libel case. Ruling will make it more difficult for public figure to get to trial in libel suit. **PAGE 51.**

FIRST VIEWS □ Supreme Court justice nominee Antonin Scalia writes appeals court opinion in film-First Amendment case. **PAGE 52.**

SEARCHING □ President Reagan finds only Cable News Network will air his speech on Contra aid. **PAGE 53.**

IN THE MIDDLE □ Radio networks, Los Angeles television station find themselves in middle of hostage situation at Beverly Hills jewelry store. **PAGE 54.**

RATINGS RUCKUS □ Alabama broadcaster takes Arbitron to court over ratings service's plan to transfer county to another ADI. **PAGE 56.**

COMPETITIVE ADJUSTMENTS □ Intelsat takes action at board meeting to meet coming competitors in international satellite field. **PAGE 57.**

MARKETING TIPS □ ANA/RAB workshop provides advice on media buying, details radio listening trends. **PAGE 59.**

PROJECTION UPDATE □ McCann-Erickson's Coen provides media advertising update on what 1986 will yield: lower network billings, higher local sales. **PAGE 61.**

STANDARD OF EXCELLENCE □ University of Michigan's Fred Remley has spearheaded key technical standards efforts. **PAGE 79.**

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the Documentary Guild, a western Massachusetts production company. Although discussion ranged from dating services to pocketbook contents, participants focused mainly on the common goal of avoiding war. The program, a Soviet participant noted, on the 40th anniversary of the German invasion of Russia. Both audiences saw unwarranted distrust of their own countries, but stressed, as one Soviet woman put it, the need for more such encounters, "instead of relying on all this gossip about us" to form national images.

Donahue has no concrete plans for more such "spacebridges" to follow the Boston-Leningrad taping and a Seattle-Leningrad hookup last December. And he says the shows "clearly won't erase 40 years of prejudicial reporting on both sides."

But he would like to do a similar program involving American film and television producers and their Soviet counterparts and to try for a New York-Moscow dialogue. "Let's talk; it beats dropping bombs," he said.

Donahue and WCVB spokesman Bert Peretsky said that last December's program was cut and aired in the Soviet Union with virtually no censorship, except the excision of a comparison of Soviet leaders to Hitler.

Donahue told reporters that he briefly discussed the possibility of a joint edit of the second program, but dropped it because of the differing program lengths in the two countries and the "risk of a contest in the control room." Donahue said he sees a "concerted effort in the USSR to prove that they're honest" and to let the co-production run without censorship.

Pozner, a regular guest on such American network programs as ABC's *Nightline*, told American reporters that a copy of the Soviet edit of this month's show would be sent to WCVB-TV. He said the Leningrad audience commented off-air about American suspicion and lack of understanding of the Soviet Union but that most participants felt "euphoric, that the program was a tremendous step in improving understanding" between the two countries." ☐

Meese report. *Justice For All*, a one-hour documentary airing on PBS stations Wednesday at 9 p.m., will examine U.S. Attorney General Edwin Meese's (r) effect on the Justice Department and on justice in the United States. Hosted by CBS News correspondent Fred Graham (l), the program presents such subjects as a drug raid in Harlem, an interview with former Solicitor General Rex Lee, background on Senate confirmation hearings for Assistant Attorney General William Bradford Reynolds, and a meeting between Chinese Ministry of Justice officials and the Justice Department's D. Lowell Jensen. Commentary is provided by former Attorneys General Nicholas Katzenbach and Griffin Bell, former Civil Rights Chief Drew Days and Yale University President-elect Benno Schmidt Jr. The program is the pilot for a proposed eight-part PBS series, *Governing America: The Executive Power*.

Summer rerun: NBC wins prime time

NBC won the prime time race for the week ending June 22 with an average 12.7/24. ABC was second with an 11.1/21 and CBS third with a 10.6.20. A year ago the standings were: NBC, 13.0/24; CBS, 12.6/23, and ABC, 10.1/19. HUT levels were down from 54.2 a year ago to 52.4 this year. In the evening news race, CBS maintained a slim lead over NBC with a 10.1/22, compared to the latter's 9.9/22. ABC wasn't far behind, with a 9.3/20.

Just about every program was a repeat broadcast in prime time for the week. The premiere of NBC's new short-flight summer comedy, *Me and Mrs. C*, was the fifth-ranked show for the week, scoring a 18.3/37. CBS's *West 57th* continued to build. It got a 10.1/19 in its second week in the 10-to-11 p.m. slot on Wednesday. It averaged a 7.8/14 for six weeks in the Wednesday 8-to-9 p.m. spot.

NBC's special on the Achille Lauro hijacking featuring an extended interview with fugitive terrorist Abul Abbas did not do well in the ratings, despite all the publicity. The broadcast, which preempted *1986* on Tuesday, June 17, from 10 to 11 p.m., averaged an 8.5/15. The complete program rankings follow.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	23.9/45
2.	Family Ties	NBC	23.6/43
3.	Cheers	NBC	22.3/40
4.	Night Court	NBC	21.2/37
5.	*Me and Mrs.C.	NBC	18.3/37
6.	Golden Girls	NBC	18.1/38
7.	Miami Vice	NBC	16.6/32
8.	Growing Pains	ABC	16.5/31
9.	Remington Steele	NBC	16.3/33
10.	Who's the Boss?	ABC	16.0/32
11.	Moonlighting	ABC	16.0/28
12.	20/20	ABC	15.9/30
13.	Kate & Allie	CBS	15.4/27
14.	Newhart	CBS	15.3/25
15.	Murder, She Wrote	CBS	15.2/31
16.	Spenser: For Hire	ABC	15.0/27
17.	The Final Countdown	ABC	14.6/27
18.	60 Minutes	CBS	14.1/31
19.	Ought to Be In Pictures	CBS	14.0/26
20.	Stingray	NBC	13.8/26
21.	Hill Street Blues	NBC	13.6/26
22.	You Again	NBC	13.5/24
23.	Hardcastle & McCormick	ABC	13.4/24
24.	Scarecrow & Mrs.King	CBS	13.2/25

Rank	Show	Network	Rating/Share
25.	Gimme a Break	NBC	12.8/23
26.	Mr. Belvedere	ABC	12.3/25
27.	Cagney & Lacey	CBS	12.3/21
28.	Equalizer	CBS	12.1/22
29.	The Lords of Discipline	NBC	12.1/21
30.	Highway To Heaven	NBC	11.9/23
31.	MacGyver	ABC	11.7/25
32.	The First Time	ABC	11.7/20
33.	Webster	ABC	11.6/25
34.	Loveboat	ABC	11.5/22
35.	Hotel	ABC	11.4/22
36.	227	NBC	11.3/25
37.	Hunter	NBC	11.3/20
38.	St. Elsewhere	NBC	11.2/21
39.	The Vegas Strip War	NBC	10.5/19
40.	Magnum,P.I.	CBS	10.4/18
41.	Facts of Life	NBC	10.3/24
42.	West 57th	CBS	10.1/19
43.	Crazy Like a Fox	CBS	9.7/18
44.	Main Street	NBC	9.7/18
45.	Trapper John, M.D.	CBS	9.4/17
46.	Scarlett & Black	CBS	9.3/20
47.	The Insiders	ABC	9.3/17
48.	Candleshoe	ABC	9.2/19

Rank	Show	Network	Rating/Share
49.	Mr. Sunshine	ABC	9.2/18
50.	Knight Rider	NBC	9.1/19
51.	A Team	NBC	8.7/17
52.	Airwolf	CBS	8.6/15
53.	Simon & Simon	CBS	8.5/16
54.	The Faculty	ABC	8.5/16
55.	1986	NBC	8.5/15
56.	Twilight Zone	CBS	8.1/17
57.	Foley Square	CBS	7.8/16
58.	Punky Brewster	NBC	7.7/16
59.	Amazing Stories	NBC	7.7/16
60.	Alfred Hitchcock Presents	NBC	7.7/15
61.	Charlie & Company	CBS	7.6/15
62.	Knot's Landing	CBS	7.5/14
63.	Victory	CBS	7.1/14
64.	Benson	ABC	6.8/15
65.	Ripley's Believe It or Not	ABC	6.6/13
66.	Silver Spoons	NBC	6.7/15
67.	Diff'rent Strokes	ABC	6.3/16
68.	Execution of R. Graham	ABC	5.9/12
69.	Dynasty II: The Colbys	ABC	5.9/11

*indicates premiere episode

Ownership Changes

- WAJO(AM) Marion, Ala. (1310 khz; 5 kw-D)—Seeks assignment of license from William H. Dilday to Marion Radio Inc. for $115,000. Seller is receiver for Marion Communications. He is general manager of WJTV(TV) Jackson, Miss. Buyer is owned by Paul Reynolds, William A. Gunter and James H. Denis. Denis has interest in WKLF(AM)-WEZZ(FM) Clanton, Ala. Filed June 9.

- KZIQ-AM-FM Ridgecrest, Calif. (AM: 1360 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: minus 183 ft.)—Seeks assignment of license from Space/Time Broadcasting Co. to Bel Air Broadcasting Corp. for $335,000. Seller is owned by John T. Murray and Forest W. Ogan. It has no other broadcast interests. Buyer is owned by Robert M. Rosenthal, Beverly Hills, Calif.-based attorney with no other broadcast interests. Filed June 10.

- KQMS(AM) Redding, Calif. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Redding Inc. to Redding FM for $750,000, comprising $300,000 cash and remainder note. Seller is principally owned by George Johnson. It also owns KMFR(AM) Phoenix, and KTMT(FM) Medford and KTVZ(TV) Bend, both Oregon. Buyer is owned by Eugene L. Hill; his wife, Joy; his mother, Emma, and Jerry McGee. It also owns colocated KSHA(FM). Filed June 16.

- WCNH(AM)-WWSD(FM) Quincy, Fla. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 101.7 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Big Bend Broadcasting Corp. to Capital Broadcasting Inc. for $400,000. Seller is principally owned by William S. Dodson. It also owns WBSC(AM) Bennettsville, S.C. Buyer is owned by Bruce A. Houston and Stanley Karas. It also owns WIKX(FM) Immokalee, Fla. Filed June 11.

- WZGA(TV) Rome, Ga., and WSQY-TV Forest City, N.C. (WZGA: ch. 14; ERP vis. 86.1; aur. 8.6 kw; HAAT: 884 ft.; ant. height above average terrain.; WSQY-TV: ch. 66; ERP vis. 1,919 kw; aur. 192 kw; HAAT: 1,967 ft.)—Seeks assignment of license from Rome Television Inc. and Forest City Television Inc. to Sudbrink Broadcasting Co. for $250,000. Seller is subsidiary of American Communications and Television Inc., Gainesville, Fla.-based group owning KOOG-TV Ogden, Utah; WTGS(TV) Hardeeville, S.C., and WGGG-AM-FM Micanopy, Fla. Buyer is owned by Robert W. Sudbrink and his wife, Marion. It also owns WCBH(FM) Seffner, Fla.; KAAY(AM) Little Rock, Ark.; WBIX(AM) Jacksonville, Fla.; WCEE(TV) Mount Vernon, Ill.; WVRN-TV Richmond, Va. It has also purchased WSTG(TV) Providence, R.I., subject to FCC approval. Filed June 16.

- WCRG(FM) Wickliffe, Ky. (95.9 mhz)—Seeks assignment of license from Charles R. Geveden to Purchase Sound Inc. for $65,000. Seller owns colocated WBCE(AM). Buyer is owned by Ronald E. Gentry and his wife, Judy. It also owns WYMC(AM) Mayfield, Ky. Filed June 13. +

- WLIF(FM) Baltimore (101.9 mhz; 13.5 kw; HAAT: 960 ft.)—Seeks assignment of license from American Media Inc. to JAG Communications Inc. for $25,045,000 cash. Seller is Patchogue, N.Y.-based group of one AM and three FM's headed by Art Kearn, chairman, and Alan Beck, president. It bought station in September 1984 for $5.75 million. Buyer is New York-based group of three AM's and three FM's principally owned by radio personality, John A. Gambling. Filed June 13.

- WACR-AM-FM Columbus, Miss. (AM: 1050 khz; 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 204 ft.)—Seeks assignment of license from William H. Dilday to T&W Communications for $628,151.25. Seller is receiver for Marion Communications (see above). Buyer is owned by Bennie L. Turner, Gary Turner, Randolph Walker and Robert J. Williams. It has no other broadcast interests. Filed June 10.

- KYTY(AM)-KATM(FM) Hardin, Mont. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 95.3 mhz; 1 kw; HAAT: minus 12 ft.)—Seeks assignment of license from Custer Communications Co. to California Broadcast Group for $103,783.12. with $100 for FM [CP]. Seller is principally owned by Art Collins, who has no other broadcast interests. Buyer is owned by George Beaudet and Bryan H. Kennedy. It has no other broadcast interests. Filed June 13.

- WIBG(AM)-WSLT(FM) Ocean City, N.J. (AM: 1520 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Ocean Communications to Sitore Broadcasting Inc. for $1,162,500. Seller is owned by William L. Koplovitz and Steven L. Sinn. It has no other broadcast interests. Buyer is owned by Robert A. Fox, Philadelphia-based businessman with no other broadcast interests. Filed June 13.

- WTYN(AM) Tryon, N.C. (1550 khz; 1 kw-D)—Seeks assignment of license from Polk County Broadcasting Corp. to Benington Park Broadcasting Inc. for assumption of liabilities. Seller is debtor-in-possession with no other broadcast interests. It is owned by Kenneth C. Smart. Buyer is owned by John F. Calure and his wife, Cathy. It has no other broad-

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Summary of broadcasting as of Feb. 25, 1986

Service	On Air	CP's	Total*
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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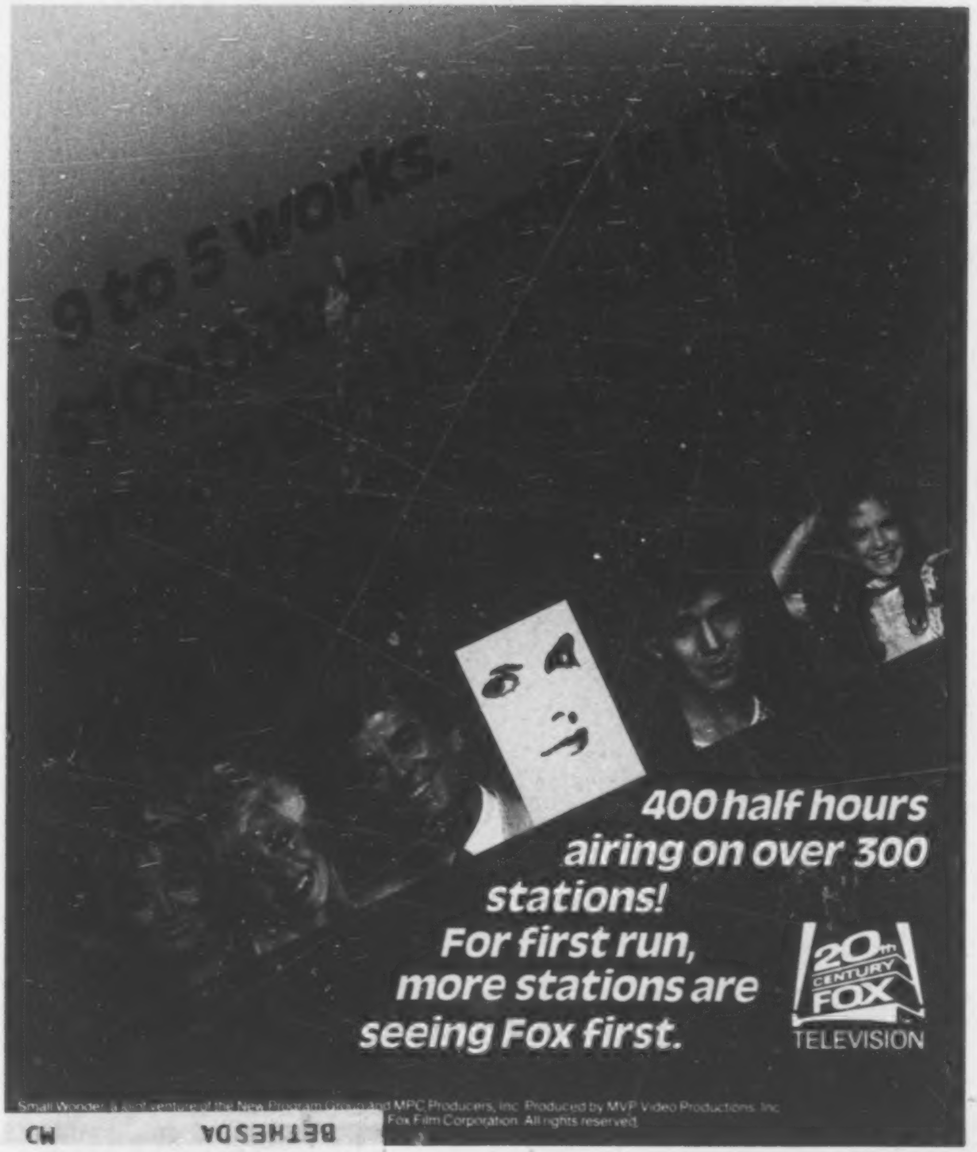
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 7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55th Year 1986

Annual Awards Issue

Vol. 111 No. 1

Broadcasting ◪ Jul 7

NBC affiliates gain in May sweeps
CBS details cutbacks
Honors for the best in the Fifth Estate

SWEEPS RESULTS ☐ NBC's prime time win lifts affiliates to victory. ABC affiliates' numbers are up over last year; CBS's are down. **PAGE 35.**

SALES ENCOUNTER ☐ Network upfront sales about to break. Observers say NBC is in best shape. **PAGE 37.**

MORE BAD NEWS ☐ CBS/Broadcast Group announces scope of cutbacks; company ponders changes in *Morning News*. **PAGE 38.**

LAUNCHING ☐ HBO and RCA hope that Satcom K-3 bird, to be launched at the end of the decade, will become the satellite of choice by the cable industry. **PAGE 39.**

SPEECH CURB ☐ Supreme Court ruling in Puerto Rican case holds that government can curb advertising of legal products. **PAGE 40.**

STATELY CONCERNS ☐ State Department moves to blunt action taken by Intelsat board in Rio de Janiero. **PAGE 41.**

AWARDS ROUNDUP ☐ BROADCASTING's annual survey of the radio, broadcast and cable television and advertising honors bestowed on the Fifth Estate. **PAGES 43-73.**

HELPING OUT ☐ Noncommerical KCET Los Angeles and Public Broadcasting Service are marketing fund-raising techniques to help other stations. **PAGE 85.**

USIA EXPANSION ☐ Agency is expanding its Worldnet service in Central and South America. Programing in Spanish and Portugese began last week. **PAGE 87.**

WORLD VIEW ☐ International media consultant John Eger says protectionism could hurt expansion of global television medium. **PAGE 87.**

PRESS VICTORY ☐ Supreme Court rules 7-to-2 that judges presiding over preliminary hearings must open them to the press. **PAGE 81.**

NEWS DIRECTOR PROFILE ☐ RTNDA survey finds role of television news director more managerial than radio counterpart. **PAGE 80.**

LOCOMOTIVE ☐ King World's *Wheel of Fortune* and *Jeopardy* finish first and second in May Cassandra rankings from Nielsen. **PAGE 74.**

ON A ROLL ☐ NBC not only wins prime time week, it wins evening news race as well. ABC is second, CBS third. **PAGE 74.**

ANNIVERSARY OBSERVANCE ☐ Showtime/The Movie Channel is celebrating its 10th anniversary by attempting to redefine pay television in a world of no subscriber growth. **PAGE 75.**

JAZZ BOUND ☐ KKGO(FM) Los Angeles planning 24-hour jazz programing network. **PAGE 84.**

THINKING BIG ☐ Comsat President Marcel Joseph hopes to lead that organization toward major growth and competitiveness in an increasingly deregulated telecommunications environment. **PAGE 111.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 7

Vol. 111 No. 1

TOP OF THE WEEK

NBC affiliates lengthen lead with May sweeps win

ABC affiliates as group take second-place away from CBS

The market-by-market May sweeps data is in, and it shows that NBC-TV stations, on average, strengthened their hold on first place, while, in many cases, ABC-TV stations climbed into second, pushing CBS-TV competitors into third. NBC stations averaged a 16 Nielsen rating in prime time, compared to an average 14.4 for ABC stations and a 13.3 for CBS stations. A year ago, the comparable figures were: NBC, 15.0; CBS, 14.4, and ABC, 12.9. The trend was the same in the Arbitron May sweeps. This time around, NBC stations averaged a 15.3, compared to a 14.0 for ABC stations and a 12.6 for CBS stations. A year ago the comparable figures were: NBC, 14.4; CBS, 13.6, and ABC, 12.5.

According to NBC's tabulations of the Nielsen numbers for this May, its affiliates delivered a combined average of 13,810,000 homes per average quarter hour in prime time. According to the same analysis, ABC affiliates delivered an average 12,340,000 homes and CBS stations delivered 11,412,000. The comparable totals for the May 1985 sweeps were: NBC, 12,813,000; CBS, 12,275,000, and ABC, 11,047,000. The Arbitron averages for May 1986, according to NBC: NBC, 13,237,000; ABC, 12,027,000, and CBS, 10,886,000. The May 1985 Arbiffon averages: NBC, 12,475,000; CBS, 11,976,000, and ABC, 10,840,000.

In Nielsen figures, NBC said its affiliate home delivery was up 8%, while ABC's was up 12% and CBS's down 7%. In Arbitron figures, NBC's affiliate delivery was up at least 6% (7.3% by CBS's count), ABC's was up about 11% and CBS's was down about 9%. ABC said that in Nielsen homes, 159 of its affiliates registered gains in May, compared to 139 of NBC's affiliates, and only 33 for CBS. ABC said only 15 of its affiliates registered declines in the Nielsen sweeps, while 27 NBC stations fell back. At CBS, 136 affiliates lost ratings. In the Arbitron sweep, ABC said 152 of its affiliates gained, while only 15 lost; 119 NBC stations gained and 35 declined; 23 CBS stations gained while 142 declined.

CBS's slippage was particularly evident in the top 20 markets. A year ago, it won six of the top 20 markets, came in second in six other markets and placed third in eight. In May 1986, only one top 20 market CBS station—WCCO-TV Minneapolis-St. Paul—placed first, while two others placed second. CBS affiliates in the other 17 top-20 markets placed third. NBC stations won 11 of the top 20 in May of 1985 and 14 of the top 20 in May of 1986. NBC stations placed second in seven top 20 markets last year and four top 20 markets this year. Two NBC stations in the top 20 came in third this year and last year. As for ABC, only one of its top 20 affiliates placed third this May compared to eight the year before. Fourteen of its affiliates in the top-20 placed second this time around, compared to eight a year ago. Five ABC stations in the top 20 were first this May compared to four stations during the sweeps a year ago.

NBC also strengthened its hold on first in the major demographic categories, while ABC stations improved their demographics and CBS stations were showing some erosion, particularly among younger adults. In the Nielsen May sweep, NBC stations averaged an 11.2 among adults 18-49, up from a 10.7 the previous May. ABC stations averaged a 10.0 in the same demo, up from an average 8.5 a year earlier. CBS stations declined, on average, to a 7.8 from an 8.3 a year earlier. In the Arbitron sweep, the trend was similar. In May 1986, NBC stations averaged an 11.1 among adults 18-49, up from a 10.6 in May 1985. ABC stations averaged a 9.9 in May 1986, compared to an 8.4 a year earlier. CBS stations averaged a 7.7 in the demographic last May, compared to an 8.3 a year earlier.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by NBC. Household numbers are in thousands (000) per average quarter-hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

ADI (rank)	1986 households (000)		
	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	17	17	**25**
Albany, Ga. (150)	—	—	**60**
Albany-Schenectady-Troy, N.Y. (51)	62	65	**74**
Albuquerque, N.M. (62)	62	35	**75**
Alexandria, La. (163)	7	—	**39**
Alexandria, Minn. (172)	—	**29**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**31**	22	26
Anniston, Ala. (193)	—	**8**	—
Ardmore-Ada, Okla. (175)	**19**	16	—
Atlanta (15)	154	142	**178**
Augusta, Ga. (105)	**46**	33	27
Austin, Tex. (79)	42	**45**	37
Bakersfield, Calif. (148)	19	20	**24**
Baltimore (21)	144	122	**154**
Bangor, Me. (153)	14	20	**22**
Baton Rouge (91)	**68**	45	41
Beaumont-Port Arthur, Tex. (122)	32	31	**33**
Bend, Ore. (208)	—	—	**5**
Billings-Hardin, Mont. (165)	**15**	13	8
Biloxi-Gulfport-Pascagoula, Miss. (180)	**37**	—	—
Binghamton, N.Y. (134)	13	**40**	17
Birmingham, Ala. (47)	**107**	36	100
Bluefield-Beckley-Oak Hill, W.Va. (147)	26	—	**27**
Boise, Idaho (136)	19	17	**25**
Boston (6)	253	217	**318**
Bowling Green, Ky. (196)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	37	**60**
Buffalo, N.Y. (36)	92	81	**101**
Burlington-Plattsburgh, Vt. (98)	12	**38**	31
Butte, Mont. (189)	—	**19**	—
Casper-Riverton, Wyo. (185)	**12**	6	2
Cedar Rapids-Waterloo, Iowa (71)	44	36	**54**
Charleston, S.C. (106)	35	34	**40**
Charleston-Huntington, W.Va. (43)	69	64	**105**
Charlotte, N.C. (52)	95	**112**	55
Charlottesville, Va. (197)	—	—	**9**
Chattanooga (80)	48	38	**55**
Cheyenne, Wyo. (202)	—	**13**	—
Chicago (3)	**488**	322	441
Chico-Redding, Calif. (140)	**25**	18	7
Cincinnati (29)	91	89	**123**

ADI (rank)	1986 households (000) ABC	CBS	NBC
Clarksburg-Weston, W.Va. (162)	—	**23**	22
Cleveland (11)	225	182	**249**
Colorado Springs-Pueblo (99)	**41**	32	34
Columbia, S.C. (87)	35	27	**78**
Columbia-Jefferson City, Mo. (137) *	17	23	**24**
Columbus, Ga. (115)	**46**	34	17
Columbus, Ohio (33)	105	89	**108**
Columbus-Tupelo, Miss. (139)	10	20	**42**
Corpus Christi, Tex. (121)	**30**	20	26
Dallas-Fort Worth (8)	**237**	200	226
Davenport, Iowa-Rock Island-Moline, Ill. (74)	**45**	40	36
Dayton, Ohio (48)	**88**	79	**88**
Denver (19)	132	108	**154**
Des Moines (66)	46	**56**	54
Detroit (7)	270	208	**315**
Dothan, Ala. (160)	8	**34**	—
Duluth, Minn.-Superior, Wis. (120)	23	22	**27**
El Centro, Calif.-Yuma, Calif. (182)	—	6	**7**
El Paso (104)	31	24	**35**
Elmira, N.Y. (167)	12	—	**15**
Erie, Pa. (138)	29	18	**38**
Eugene, Ore. (133)	24	**26**	14
Eureka, Calif. (184) *	—	**7**	6
Evansville, Ind. (88)	**47**	30	35
Fargo, N.D. (102)	**27**	24	26
Flagstaff, Ariz. (206)	—	—	5
Flint-Saginaw-Bay City, Mich. (54)	77	35	**85**
Florence, S.C. (145)	20	**43**	—
Fort Myers-Naples, Fla. (107)	20	34	**36**
Fort Smith, Ark. (149)	19	**24**	15
Fort Wayne, Ind. (93)	**35**	33	**35**
Fresno, Calif. (64) *	**55**	42	54
Gainesville, Fla. (170)	**21**	—	—
Glendive, Mont. (214)	—	**1**	—
Grand Junction, Colo. (177)	7	**9**	—
Grand Rapids-Kalamazoo, Mich. (61)	60	67	**87**
Great Falls, Mont. (178)	**14**	10	—
Green Bay, Wis. (68)	56	51	**57**
Greensboro-Winston Salem-High Point, N.C. (50)	75	74	**77**
Greenville-New Bern, N.C. (97)	29	40	**57**
Greenville-Asheville-Spartanburg, S.C. (37)	84	81	**106**
Greenwood-Greenville, Miss. (168)	**25**	10	—
Hagerstown, Md. (194)	—	—	**18**
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	58	38	**107**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (26)	110	**131**	76
Hazard, Ky. (210)	—	**6**	—
Helena, Mont. (210)	—	—	**5**
Houston (10)	**219**	145	185
Huntsville-Decatur-Florence, Ala (89)	**48**	40	34
Idaho Falls-Pocatello (159)	12	13	**16**
Indianapolis (23)	111	112	**113**
Jackson, Miss. (85)	28	45	**60**
Jackson, Tenn. (190)	**27**	—	—
Jacksonville, Fla. (61)	48	**63**	54
Johnstown-Altoona, Pa. (81)	6	43	**77**
Jonesboro, Ark. (178)	**30**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	**29**	27	25
Kansas City, Mo. (30)	110	85	**121**
Knoxville, Tenn. (60)	**70**	68	44
La Crosse-Eau Claire, Wis. (127)	18	25	**37**
Lafayette, Ind. (191)	—	**9**	—
Lafayette, La. (111)	40	**52**	—
Lake Charles, La. (171)	—	—	**36**
Lansing, Mich. (100)	—	**45**	43
Laredo, Tex. (199)	3	2	**4**
Las Vegas (96)	28	31	**41**
Laurel-Hattiesburg, Miss. (164)	—	—	**30**
Lexington, Ky. (77)	44	48	**55**
Lima, Ohio (195)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (90)	22	**39**	14
Little Rock, Ark. (55)	**76**	56	63
Los Angeles (2)	528	420	**578**
Louisville, Ky. (49)	55	76	**84**
Lubbock, Tex. (141)	20	17	**21**
Macon, Ga. (132)	18	**32**	19
Madison, Wis. (109)	31	**35**	33
Mankato, Minn. (209)	—	**9**	—
Marquette, Mich. (186)	—	**15**	—
McAllen-Brownsville, Tex. (117)	**32**	25	25
Medford, Ore. (156)	14	16	**20**
Memphis (40)	79	90	**108**
Meridian, Miss. (174)	**21**	7	5
Miami (14)	154	143	**174**
Milwaukee (28)	90	74	**107**
Minneapolis-St. Paul (16)	133	**135**	125
Minot-Bismarck-Dickinson, N.D. (146)	7	18	**20**
Missoula-Butte, Mont. (176)	—	—	**23**
Mobile, Ala.-Pensacola, Fla. (57)	59	64	**75**
Monroe, La.-El Dorado, Ark. (114)	14	**48**	25
Montgomery, Ala. (116) *	18	13	**61**
Nashville (31)	85	102	**125**
New Orleans (34)	86	103	**109**
New York (1)	869	781	**975**
Norfolk-Portsmouth, Va. (46)	70	67	**84**
North Platte, Neb. (212)	—	—	**7**
Odessa-Midland, Tex. (144)	**23**	21	**23**
Oklahoma City (36)	77	84	**90**
Omaha (70)	**55**	41	50
Orlando-Daytona Beach, Fla. (27)	113	87	**120**
Ottumwa, Iowa-Kirksville, Mo. (204)	**17**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	**62**	54
Palm Springs, Calif. (183)	7	—	**9**
Panama City, Fla. (175)	18	—	**26**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria, Ill. (100)	**36**	25	**36**
Philadelphia (4)	**442**	308	413
Phoenix (22)	104	103	**123**
Pittsburgh (12)	**227**	180	176
Portland, Ore. (25)	85	92	**110**
Portland-Poland Spring, Me. (76)	48	35	**52**
Presque Isle, Me. (205)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (42)	91	64	**97**
Quincy, Ill.-Hannibal, Mo. (152)	—	23	**27**
Raleigh-Durham, N.C. (38) *	**91**	83	40
Rapid City, S.D. (161)	**17**	—	12
Reno (125)	**28**	16	23
Richmond, Va. (63)	63	**67**	63
Roanoke-Lynchburg, Va. (72)	40	**61**	57
Rochester, Minn.-Mason City, Iowa (142)	**24**	16	22
Rochester, N.Y. (71)	51	46	**55**
Rockford, Ill. (112)	26	24	**29**
Roswell, N.M. (181)	—	**12**	—
Sacramento-Stockton, Calif. (20)	113	106	**148**
St. Joseph, Mo. (188)	**15**	—	—
St. Louis (18)	138	138	**176**
Salinas-Monterey-San Jose, Calif. (110)	**51**	18	42
Salisbury, Md. (166)	12	**18**	—
Salt Lake City (39)	84	62	**98**
San Angelo, Tex. (192)	—	**11**	—
San Antonio, Tex. (45)	67	**74**	73
San Diego (26)	87	86	**95**
San Francisco (5)	243	226	**270**
Santa Barbara-Santa Maria, Calif. (113)	**25**	16	19
Sarasota, Fla., (157)	**16**	—	—
Savannah, Ga. (108) *	21	**37**	33
Seattle-Bellingham-Tacoma (15)	135	108	**170**
Shreveport, La.-Texarkana, Tex. (53)	**69**	59	61
Sioux City, Iowa (129)	27	11	**31**
Sioux Falls-Mitchell, S.D. (95)	36	**44**	18
South Bend-Elkhart, Ind. (84)	40	42	**57**
Spokane, Wash. (78)	46	40	**47**
Springfield, Mass. (103)	30	—	**38**
Springfield, Mo. (83)	19	45	**56**
Springfield-Decatur-Champaign, Ill. (69)	50	52	**58**
Syracuse, N.Y. (67)	51	58	**72**

ADI (rank)	1986 households (000) ABC	CBS	NBC
Tallahassee, Fla. (130)	12	**40**	8
Tampa-St.Petersburg-Sarasota (17)	164	166	**185**
Terre Haute, Ind. (131)	12	30	**38**
Toledo, Ohio (65)	51	63	**81**
Topeka, Kan. (143)	12	14	**20**
Traverse City-Cadillac, Mich. (139)	14	**33**	31
Tucson, Ariz. (82)	38	30	**41**
Tulsa, Okla. (52)	**68**	67	66
Tuscaloosa, Ala. (187)	—	**7**	—
Twin Falls, Idaho (202)	—	—	**9**
Tyler, Tex. (154)	**43**	7	—
Utica, N.Y. (158)	**14**	—	—
Victoria, Tex. (207)	**6**	—	**5**
Waco-Temple, Tex. (96) *	16	**34**	31
Washington (9)	203	175	**212**
Watertown-Carthage, N.Y. (169)	—	**16**	—
Wausau-Rhinelander, Wis. (128)	28	**31**	13
West Palm Beach-Ft. Pierce, Fla. (56)	50	19	**67**
Wheeling, W.Va.-Steubenville, Ohio (124)	—	**39**	38
Wichita-Hutchinson, Kan. (59)	47	**53**	**53**
Wichita Falls-Lawton (126)	**23**	20	20
Wilkes Barre-Scranton, Pa. (58)	**87**	44	78
Wilmington, N.C. (151)	27	6	**56**
Yakima, Wash. (123)	21	**27**	26
Youngstown, Ohio (92)	41	41	**50**
Zanesville, Ohio (201)	—	—	**10**

NBC in best shape in upfront market

But there's pressure in prices for all networks in sluggish time, and barter business is soft

Network sales heads and advertising executives predict that the dust will begin to settle on this year's upfront advertising marketplace for prime time by the end of this week. To no one's surprise, the networks' selling strategy has been shaped by the current scatter market which is soft. Not convinced that the economy will significantly improve, the networks are trying to minimize their exposure to flat or reduced advertising budgets by selling more-than-usual inventory upfront for the fourth quarter. To do so, they have had to be flexible in pricing.

Popular wisdom has it that NBC will take the lion's share of the market, with CBS and ABC splitting the rest. Jake Keever, executive vice president, sales, ABC Television Network, said that NBC's take should equal roughly $1.1 billion. NBC's sales staff would make no predictions on upfront this year, beyond saying that it will be more than last year's $1 billion.

In comparison to last year, when the upfront market totalled $2.553 billion, this year's market will come in at around $2.4 billion, according to Keever.

Keever and salesmen at CBS and NBC said that negotiations are "tougher" than in years past, mainly because of the soft scatter environment. "They want to make sure they are getting their value," Keever said of the agency approach to negotiations this year.

CBS and ABC expect to sell between 65% and 70% of their inventories. NBC is expected to sell more, given its ratings strength. Larry Hoffner, vice president of national sales at NBC, said the network's desire was to get its price despite offering more inventory: "We don't want to take a bad piece of business," he said.

Hoffner said that *The Cosby Show* has set price records, with 30-second spots in the show being priced at $350,000-$400,000 within packages. That makes *Cosby* the second-highest priced telecast on the air, followed by the last two Super Bowls. *Cosby* prices this year are up from last year's average of $250,000 by between 30% and 40%.

Hoffner said that NBC will be 90% sold on its upfront inventory by Friday, July 12. Major sponsors so far include Burger King, Ford, General Motors, McDonald's and Ralston-Purina.

The soft scatter market doesn't necessarily mean a windfall for the agencies, but the drop in prices is creating some advantages compared to last year. "A lot of people are using the soft market to upgrade their mix" of commercial positions, said Alec Gerster, executive vice president, media services, Grey Advertising. The same buy last year, he said, would have cost more. Mark Goldstein, senior vice president, Ogilvy & Mather, agreed, saying that mixes of established and highly rated shows with new shows were producing "very efficient" cost-per-thousands.

One agency executive said that the low-priced upfront environment has accelerated the sales pace this year. "No one wants their tail hanging out in scatter," he said, referring to the after-upfront market when higher prices may prevail.

Whether the networks' strategy to create a tighter scatter market for the fourth quarter pans out, not every advertising agency is rushing into the upfront market to take advantage of the cheaper CPM's. Mel Conner, senior vice president, Dancer/Dorland, said his agency has yet to close any prime time deals. "We don't see the market running away yet," he said.

Conner said that no Dancer/Dorland client increased its advertising budget this year. Some are concerned with tax reform legislation. And retailers, Conner said, are attempting to conserve their cash because consumer demand is soft. "It's all in line with staying flexible," said Conner.

Barter syndicators report being between 50% and 100% sold, with modest CPM rises at best. To attract advertiser interest, barter syndication must price itself below the networks. Syndication has been hit by the same advertising deflation as the networks, and in some cases has lost money to the networks. Daytime is one area where agency executives say soft network sales are draining off syndication dollars. Henry Siegel, chairman

Good return on investment

John Kluge surprised Wall Street analysts again last week with the sale of Metromedia's cellular telephone and paging division to Southwestern Bell Corp. for $1.65 billion. The announcement represents a complete turnaround from earlier statements at the time of Metromedia's sale of its seven TV stations—and others as recently as four months ago—that the company intended to aggressively pursue acquisitions in the mobile phone and paging industry. The sale leaves Kluge with only Metromedia's long distance service and a very large bank balance.

In January 1984, Kluge took Metromedia into private ownership with a $1.6-billion purchase of the outstanding shares of the company. The various spin-offs of assets have more than tripled Kluge's investment. First, the sale of seven TV stations (six to Rupert Murdoch and one to Hearst for $2 billion), more than made up the cost of buying Metromedia. In the past two and a half years, Kluge has also sold Metromedia's radio division (nine stations) for $285 million, the entertainment division, including the Harlem Globetrotters and the Ice Capades, for $30 million, Metromedia Producers Corp. for $40 million and its outdoor advertising firm for $710 million. This latest sale of $1.65 billion brings Kluge's total sales from assets to $4.715 billion.

All that cash on hand has fueled rumors that Kluge may be eyeing a takeover attempt on a still-nervous CBS. Some analysts have estimated that CBS's assets could total more than $5 billion if the various television, radio, music and publishing businesses were sold separately.

'Wheel of Fortune' keeps on rolling

King World's perennial victor takes May Cassandra report

King World's game show champions, *Wheel of Fortune* and *Jeopardy*, up 6% and 29%, respectively, from May 1985, took first and second place in the Nielsen's May 1986 Cassandra rankings of syndicated programing.

Wheel placed first in its time period on 170 of the 197 stations carrying it, and increased an average four share points over its February 1986 performance in over 60% of its markets, according to King World research. *Wheel* is used in prime time access in all but a handful of the markets that carry it.

For its part, *Jeopardy*'s rating growth was also accompanied by strong improvements in its demographic delivery. Compared to May 1985, the show was up 24% among women 18-49 and up 36% among men 18-49. Of the 174 stations that carry *Jeopardy*, 77 use it in prime time access, where it averages a 14 rating. Of the remaining stations, 88 use it in early fringe, and the remainder in daytime and morning time periods.

Twentieth Century Fox's *M*A*S*H* fell from second place a year ago to third place this year, as it slid 3%, from an 8.7 to an 8.4.

But the largest rating fall-off in top 10 shows was D.L. Taffner's *Three's Company*, which fell to ninth from fourth. It dropped from an 8 last year to a 7 this year. *Three's Company* was also down among men and women 18-49, by 16%. It has been in syndication for four years.

Among other access shows, Group W's *P.M. Magazine* was up 3%, to 7.7, and Paramount's *Entertainment Tonight* was flat at its May 1985 mark with a 7.4, placing it seventh again.

In ratings for hour-long daytime talkshows, Multimedia's *Donahue* continued to make household and demographic rating gains. This past May the show had a 7.1 rating compared to a 6.3 last year, a gain of 13%. Multimedia said that the program, which is seen in 178 markets, was first in 45 of the top 50 markets. *Donahue* was also up among women 18-49, by 11%, and men 18-49, by 27%. Another hour-long talk show, Group W's *Hour Magazine*, had a 4.5, the same as last year.

In first-run sitcoms, *Small Wonder* (New Program Group), led the pack with a 5.3. It was followed by *Too Close for Comfort* (4.9) and *The Ted Knight Show* (4.5), both from D.L. Taffner, Columbia's *What's Happening Now* (3.8), and Lorimar-Telepictures' *It's a Living* (3.6).

Among children 2-11, three shows tied for first with an 8.9 rating—*Different Strokes* (Embassy), *She-Ra, Princess of Power* (Group W) and *Thundercats* (Lorimar-Telepictures). Fourth among children belonged to another Group W show, *He-man and the Masters of the Universe* (8.5), while fifth was a tie between *Small Wonder* and World Event's *Transformers* (8.3).

Tribune Entertainment's *At the Movies*, whose stars have left to do a movie review program for Buena Vista Television, fell 9%, from 3.4 last year to 3.1 this year. □

NBC, ABC finish first and second in news race

For the first time since October 1981, *The CBS Evening News* placed third in the weekly news race. For the week of June 23-27, *NBC Nightly News* was first with an average 9.9 rating and a 22 share. *ABC World News Tonight* was second with a 9.7/21 and *Evening News* was third with a 9.4/21. The victory was NBC's second weekly win over CBS. NBC also won the week June 2-6, and tied CBS for two weeks earlier this year, once in March and once in May.

In prime time, NBC won again, with an average 13.0/25, while ABC was second with a 10.7/21 and CBS third with a 10.0/20. It was another week made up predominantly of reruns. The second episode of NBC's summer sitcom, *Me and Mrs. C*, which ranked fifth among all programs in its premiere week, fell to 18th with a 14.4/30. A rerun of NBC's *Stingray*, which had a limited run in the second season, and which is scheduled for midseason replacement duty next year, scored a 14.8//29. *60 Minutes* fell to 23d among all shows last week with a 13.1/30, although it usually suffers audience erosion in the summer months.

CBS's *West 57th*, in its third week at 10 p.m.-11 p.m. on Wednesday night, fell back to an 8.1/15 after achieving a 10.1/19 the week before. NBC's *1986* averaged a 7.7/14 on Tuesday at 10 p.m.-11 p.m. The week before a news special on the Achille Lauro hijacking scored an 8.5/15 in its time period. NBC's special public affairs show, *America Talks Back* (Friday, June 27, 8 p.m.-9 p.m.) where viewers had a chance to question network executives and celebrities, averaged a 7.5/17.

Rank □	Show □	Network □	Rating/Share
1.	The Cosby Show	NBC	23.4/48
2.	Family Ties	NBC	23.0/46
3.	Cheers	NBC	21.7/41
4.	Night Court	NBC	19.9/37
5.	Growing Pains	ABC	17.5/33
6.	Who's the Boss?	ABC	17.1/34
7.	Newhart	CBS	17.1/29
8.	Kate & Allie	CBS	16.3/29
9.	Miami Vice	NBC	16.2/33
10.	Moonlighting	ABC	16.1/28
11.	20/20	ABC	15.5/30
12.	Golden Girls	NBC	15.3/33
13.	Gimme a Break	NBC	15.2/28
14.	Stingray	NBC	14.8/29
15.	TV Bloopers & Prac. Jokes	NBC	14.8/27
16.	Cagney & Lacey	CBS	14.6/26
17.	Poison Ivy	NBC	14.5/28
18.	Me and Mrs. C	NBC	14.4/30
19.	Hill Street Blues	NBC	14.4/28
20.	You Again	NBC	14.3/26
21.	Murder, She Wrote	CBS	13.8/28
22.	Equalizer	CBS	13.7/26
23.	60 Minutes	CBS	13.1/30
24.	Highway To Heaven	NBC	13.0/26
25.	Spenser: For Hire	ABC	12.9/24
26.	Scarecrow & Mrs.King	CBS	12.7/24
27.	Remington Steele	NBC	12.1/26
28.	Mr. Belvedere	ABC	12.1/26
29.	Liberty	NBC	11.7/21
30.	Hotel	ABC	11.6/22
31.	MacGyver	ABC	11.5/23
32.	St. Elsewhere	NBC	11.5/22
33.	Webster	ABC	11.3/26
34.	Hardcastle & McCormick	ABC	11.3/20
35.	Bloodline	ABC	11.1/21
36.	Night Lights Went Out in Ga.	ABC	11.0/19
37	Ellis Island, pt. 1	CBS	10.9/20
38.	Hunter	NBC	10.8/19
39.	227	NBC	10.6/24
40.	Magnum,P.I.	CBS	10.1/18
41.	Facts of Life	NBC	9.8/24
42.	Love Boat	ABC	9.8/19
43.	Vacation With M. Mouse	ABC	9.7/22
44.	Baby Sister	ABC	9.2/19
45.	Airwolf	CBS	9.0/16
46.	The Insiders	ABC	8.9/17
47.	Mr. Sunshine	ABC	8.8/18
48.	Trapper John, M.D.	CBS	8.7/16
49.	Crazy Like a Fox	CBS	8.6/17
50.	Twilight Zone	CBS	8.5/19
51.	Salute to Ford's Theater	CBS	8.4/17
52.	A Team	NBC	8.4/16
53.	Simon & Simon	CBS	8.3/16
54.	West 57th	CBS	8.1/15
55.	Knot's Landing	CBS	8.0/16
56.	1986	NBC	7.7/14
57.	America Talks Back	NBC	7.5/17
58.	The Arena	ABC	7.5/15
59.	Wicked, Wicked Ways	CBS	7.3/16
60.	Continential Divide	CBS	7.1/14
61.	Punky Brewster	NBC	6.6/15
62.	Dynasty II: The Colbys	ABC	6.4/12
63.	Benson	ABC	6.2/14
64.	Diff'rent Strokes	ABC	5.8/14
65.	Silver Spoons	NBC	5.5/13
66.	Ripley's Believe It or Not	ABC	5.2/16

*indicates premiere episode

broadcast interests. Filed June 24.

FM's

■ Oswego, N.Y.—William Kirkpatrick seeks 96.7 mhz; 3 kw; HAAT: 295.2 ft. Address: 1523 East Boulevard, Peekskill, N.Y. 10566. Principal is engineer at WXTV-TV Paterson, N.J. Filed June 21.

■ *Phoenix—Maricopa County Community College seeks 89.5 mhz; 156 w; HAAT: 1,461.9 ft. Address: 3910 E. Washington St., 85034. Principal is educational institution headed by Dr. Donald Campbell. Filed June 24.

■ Custer, S.D.—Robert J. Willson and Patricia Phipps seek 105.1 mhz; 9.47 kw; HAAT: 1073 ft. Address: 107 South 11th St., 57730. Principals have no other broadcast interests. Filed June 23.

■ Custer, S.D.—Custer Broadcasting Corp. seeks 105.1 mhz; 5.13 kw; HAAT: 1,452.1 ft. Address: 45 North Third St., 57730. Principal is owned by Eileen M. Cofell and Luanne H. Quick, who have no other broadcast interests. Filed June 23.

TV's

■ Bayamon, P.R.—Tele Bayamon Broadcasting seeks channel 36; ERP vis. 113 kw; aur. 20 kw; HAAT: 1,095; ant. height above ground: 115 ft. Address: Calle 46 So. #1411 Riviera, Rio Piedras, P.R. 00921. Principal is owned by Paul Salib and Rosidalia Villafane, who have no other broadcast interests. Filed June 24.

■ Alpine, Tex.—Dawn Worden seeks channel 12; ERP vis. 10 kw; aur. 1 kw; HAAT: 444 ft.; ant. height above ground: 50 ft. Address: 103 Parkview Ave., Syracuse, N.Y. Principal has no other broadcast interests. Filed June 11.

Facilities Changes

Applications

AM's

Tendered

■ WPOM (1600 khz) Riviera Beach, Fla.—Seeks CP to increase day power to 5 kw; increase night power to 4.8 kw; install DA-2, and change TL. App. June 24.

■ WJNO (1230 khz) West Palm Beach, Fla.—Seeks CP to operate experimental synchronous AM station at Deerfield Beach, Fla., operate simultaneously with WJNO West Palm Beach on same freq., 1230 khz, with 375 w. App. June 24.

■ WGHC (1570 khz) Clayton, Ga.—Seeks CP to increase power to 2.5 kw and change freq. to 1370 khz. App. June 24.

■ WMRO (1280 khz) Aurora, Ill.—Seeks mod. of CP to increase night power to 750 w and make changes in ant. sys. App. June 24.

■ KDFT (540 khz) Ferris, Tex.—Seeks mod. of CP to increase power to 1 kw. App. June 26.

■ KCIF (1500 khz) Tumwater, Wash.—Seeks mod. of CP to increase power to 1 kw. App. June 24.

Accepted

■ KXAR (1490 khz) Hope, Ark.—Seeks CP to reduce power to .69 kw and make changes in ant. sys. App. June 26.

■ KSXO (600 khz) Redding, Calif.—Seeks MP to make changes in ant. sys. App. June 25.

■ WYFX (1040 khz) Boynton Beach, Fla.—Seeks mod. of lic. to operate transmitter by remote control. App. June 26.

■ WRBN (1600 khz) Warner Robbins, Ga.—Seeks CP to make changes in ant. sys. App. June 26.

■ WTVL (1490 khz) Waterville, Me.—Seeks CP to make changes in ant. sys. App. June 26.

■ WCTN (950 khz) Potomac, Md.—Seeks mod. of lic. to change SL to 1201 Seven Locks Road, suite 107, Potomac. App. June 25.

■ KUOM (770 khz) Minneapolis—Seeks MP to change TL and make changes in ant. sys. App. June 26.

■ WGVM (1260 khz) Greenvile, Miss.—Seeks CP to make changes in ant. sys. App. June 24.

■ KGHL (790 khz) Billings, Mont.—Seeks mod. of lic. to operate by remote control. App. June 24.

■ WLAS (910 khz) Jacksonville, N.C.—Seeks mod. of lic. to operate transmitter by remote control. App. June 27.

■ KFLS (1450 khz) Klamath Falls, Ore.—Seeks MP to make changes in ant. sys. App. June 27.

■ WJAY (1280 khz) Mullins, S.C.—Seeks CP to make changes in ant. sys. App. June 26.

■ KKYX (680 khz) San Antonio, Tex.—Seeks MP to augment standard radiation pattern. App. June 24.

FM's

Tendered

■ *WSHS (91.7 mhz) Sheboygan, Wis.—Seeks CP to change ERP to .0085 kw. App. June 30.

Accepted

■ WMFC-FM (99.3 mhz) Monroeville, Ala.—Seeks CP to change TL and change HAAT to 328 ft. App. June 26.

■ KYNO-FM (95.7 mhz) Fresno, Calif.—Seeks CP to change TL; change ERP to 21 kw, and change HAAT to 770.8 ft. App. June 25.

■ KEDZ (101.3 mhz) Los Osos, Calif.—Seeks mod. of CP to change TL and change HAAT to 1,502 ft. App. June 26.

■ KYA-FM (93.3 mhz) San Francisco—Seeks CP to install aux. sys. App. June 24.

■ WIOF (104.1 mhz) Waterbury, Conn.—Seeks CP to change ERP to 2.754 kw. App. June 24.

■ WKRL (97.9 mhz) Clearwater, Fla.—Seeks mod. of CP to move SL to 2 Corporate Dr., Clearwater. App. June 24.

■ WZLI (106.1 mhz) Toccoa, Ga.—Seeks mod. of CP to change HAAT to 1,202.12 ft. App. June 26.

■ WCTT-FM (107.1 mhz) Corbin, Ky.—Seeks CP to change freq. to 107.3 mhz; change ERP to 50 kw, and change HAAT to 492 ft. App. June 25.

■ WVBF (105.7 mhz) Framingham, Mass.—Seeks CP to change ERP to 13.8 kw. App. June 25.

■ KHAT-FM (106.3 mhz) Lincoln, Neb.—Seeks CP to change TL; change ERP to 1.48 kw, and change HAAT to 470.09 ft. App. June 26.

■ WYPC (101.5 mhz) Gallipolis, Ohio—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. June 26.

■ WEZX (107.1 mhz) Scranton, Pa.—Seeks CP to change ERP to .19 kw. App. June 25.

■ WCNA (98.3 mhz) Clearwater, S.C.—Seeks mod. of CP to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. App. June 24.

■ WKMZ (97.5 mhz) Martinsburg, W.Va.—Seeks CP to change ERP to 12.5 kw and change HAAT to 1,008 ft. App. June 25.

TV's

Accepted

■ *KAKM (ch. 7) Anchorage—Seeks MP to change ERP to vis. 163 kw and change HAAT to 781 ft. App. June 27.

■ KTVE (ch. 10) El Dorado, Ark.—Seeks CP to replace ant. and change HAAT to 2,000 ft. App. June 26.

■ WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,273 kw, aur. 327.3 kw; change HAAT to 986 ft.; replace ant., and change TL. App. June 27.

■ WHOI (ch. 19) Peoria, Ill.—Seeks CP to change ERP to vis. 2,240 kw, aur. 224 kw. App. June 25.

■ WGGN-TV (ch. 52) Sandusky, Ohio—Seeks MP to change ERP to vis. 1,482 kw, aur. 148.2 kw and change HAAT to 774.43 ft. App. June 27.

■ WJWN-TV (ch. 38) San Sebastian, P.R.—Seeks MP to change ERP to vis. 85.9 mhz, aur. 8.6 kw and change HAAT to 1,088 ft. App. June 25.

Actions

AM's

■ WAYD (1190 khz) Ozark, Ala.—Granted app. to change freq. to 1200 khz and increase power to 10 kw. Action June 16.

■ KKIN (930 khz) Aitkin, Minn.—Granted app. to increase power to 1.5 kw. Action June 16.

■ KREL (1280 khz) Henderson, Nev.—Returned app. to change city of lic. to Paradise, Nev.; add night service with 360 w; install DA-2; change freq. to 1290 khz; change TL, and make changes in ant. sys. Action June 17.

■ WACK (1420 khz) Newark, N.Y.—Returned app. to increase night power to 5 kw and make changes in ant. sys. Action June 17.

■ WWWC (1240 khz) Wilkesboro, N.C.—Granted app. to increase day power to 1 kw. Action June 16.

■ KNXX (1050 khz) Los Ranchos De Albuquerque, N.M.—Granted app. to increase power to 1 kw; install DA-D, and change TL. Action June 16.

■ WXXI (1370 khz) Rochester, N.Y.—Granted app. to operate transmitter by remote control. Action June 19.

■ WKYK (940 khz) Burnsville, N.C.—Granted app. to

Summary of broadcasting
as of Feb. 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	211
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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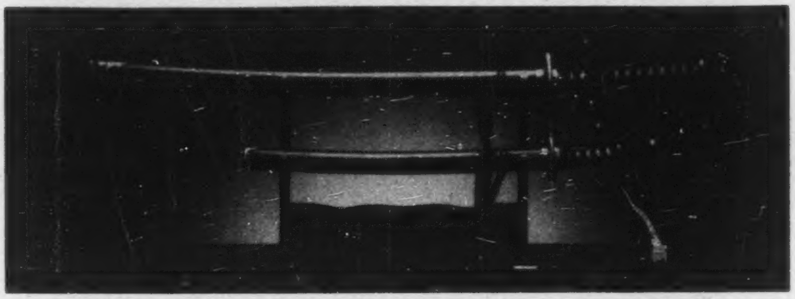
Broadcasting Jul 14

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



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- KFBK, Sacramento
- KMJ, Fresno
- KYNO, Fresno
- WEZN, Bridgeport
- WGKX, Memphis
- WSSH, Boston
- WSYR, Syracuse
- WWSW, Pittsburgh
- WYAY, Atlanta
- WXYV & WCAO, Baltimore

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Radio's Strategic Research Team

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55th Year 1986

The Ubiquitous Satellite

Vol. 111 No. 2

Broadcasting Jul 14

Daytime horse race
Satellites '86 Special Report
Mulholland in at TIO

HORSE RACE □ Daytime ratings race among ABC, CBS and NBC heats up. **PAGE 31.**

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dena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advisers*, affiliate of National League of Cities. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Sept. 23—*Wisconsin Broadcasters Association* sales seminar. Civic Center, Eau Claire, Wis.

Sept. 23-25—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Jacob Javits Convention Center, New York. Information: (203) 964-0000.

Sept. 23-28—*Women in Communications* national professional conference. Sheraton Center, New York.

Sept. 24—*Wisconsin Broadcasters Association* sales seminar. Radisson hotel, Oshkosh, Wis.

Sept 25—*Wisconsin Broadcasters Association* sales seminar. Sheraton hotel, Madison.

Sept. 25-27—*National Religious Broadcasters* South central regional convention. Memphis.

Sept. 27-30—*Minnesota Broadcasters Association* fall convention. Speaker: Eddie Fritts, president, National Association of Broadcasters. Cragun's conference center and resort, Brainerd, Minn.

Sept. 28-30—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 4—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 30—Deadline for applications to Ohio State Awards program competition, sponsored by noncommercial *WOSU-AM-FM-TV Columbus, Ohio*. Information: (614) 422-0185.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Errata

In July 7 list of **television market-by-market rankings for May ratings sweeps, winner in Dayton, Ohio, should have been CBS with 79,** not tie between ABC and NBC with 68. And **winner in Utica, N.Y., should have been NBC with 25,** not ABC with 14.

□

Group W Productions has cleared *Hour Magazine*, not *PM Magazine* as reported in June 30 issue, **on 17 more stations,** to bring its total to 146. Recent clearances include KSTP-TV Minneapolis; WLKY-TV Louisville, Ky.; WLWT-TV Cincinnati; KSWO-TV Lawton, Okla.; KORC(TV) Anacortes, Wash., and WUTR(TV) Utica, N.Y. Last week it added KOMO-TV Seattle to bring its total to 146.

□

Carter Burden, principal in CRB Corp., which purchased WFAS-AM-FM White Plains, N.Y. ("In Brief," July 7), **is not son-in-law of CBS founder-chairman William Paley.**

□

Principals in seller of WWWZ-FM Charleston, S.C. ("Changing Hands," July 7) **include Cliff Fletcher and Dean Mutter, who will remain with station** as general manager and sales manager, respectively.

Sept. 30-Oct. 2—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

October

Oct. 1-2—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

Oct. 2—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

Oct. 2-3—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences, Boston/New England chapter*. Marriott hotel, Copley Place, Boston. (617) 578-8615.

Oct. 3-5—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

Oct. 5-8—*Women in Cable* fifth cable management conference. Among sponsors: Turner Broadcasting System. Atlanta.

Oct. 6-7—*Pratt Center for Computer Graphics in Design* seminar. Hyatt on Union Square, San Francisco.

Oct. 6-10—"Telecommunications for Modern India," first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation. New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8—Conference for journalists, "The Oil Glut—Our Energy Future," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 8-10—*National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill.

Oct. 8-12—*National Broadcast Association for Community Affairs* 12th annual convention. Sheraton-Washington hotel, Washington. Information: Mal Johnson, Cox Communications, (202) 737-0277.

Oct. 9-10—*Society of Broadcast Engineers, Pittsburgh chapter*, 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 12-14—*Illinois Broadcasters Association* convention. Galena, Ill.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

■ **Oct. 15-17**—*Indiana Broadcasters Association* fall conference. Holiday Inn Union Station, Indianapolis.

Oct. 16-17—*Broadcast Financial Management Association* board of directors meeting. Westin Crown Center, Kansas City, Mo.

Oct. 17—*Radio-Television News Directors Association* region 12 meeting with *Sigma Delta Chi*. Sheraton Center, New York.

Oct. 19-22—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner; E.F. Hutton; Peat, Marwick, Mitchell & Co.; *International Herald Tribune*, and International Chamber of Commerce. Information: (202) 857-4612.

Oct. 20-22—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth.

Oct. 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 21-23—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

Oct. 22-23—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

Oct. 22-25—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

Oct. 23-25—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia.

Oct. 24—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

Oct. 24-25—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

Oct. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 28—Conference for journalists, "Illiteracy: How Big a problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Open Mike

Differences

EDITOR: In the June 30 issue of BROADCASTING (in the article about the Donahue-Pozner simulcast), you refer to Mr. Pozner as a Soviet "commentator." Mr. Pozner is no more a "commentator" than TASS is a "news agency." In fact, he is a Soviet propagandist, cleared at the highest level to parrot only the official Soviet line. To suggest or believe anything else is not only naive, but dangerous.

What most vividly points out the difference between the Soviet system and our own (and which the American women, curiously, did not point out) is: at the end of the show, the American women (should they have wished to do so) were able to go into the streets to proclaim their belief that the President is a fool and should be voted out of office.

The Soviet women, on the other hand, were unable to do the same regarding their leader, Premier Gorbachev, for two reasons: 1) Mr. Gorbachev is appointed, not elected, and cannot be voted out of office; and 2) to call Mr. Gorbachev a fool would bring down on one's head a stiff jail sentence—or a quick trip to the Gulag—for revealing a state secret. (This last a current Soviet joke, pointing out that the Russians have a keen sense of humor, as well as a firm grasp on the reality of the terrible political system they are caught up in.)—*Vincent P.A. Benedict, general manager, WCAU(FM) Philadelphia.*

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 14

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TOP OF THE WEEK

TV network revenues $6 billion in 1985; down 3%

Net revenues of the three television networks in 1985 came to $6,457,573,000 (after agency commissions), down 3% from 1984 (but comparison with that year is distorted because of the elections and Olympics). The numbers were gathered and processed by the Broadcast Financial Management Association, and are published exclusively by BROADCASTING.

A longer perspective on the most recent numbers shows a five-year compound annual growth rate of 9.9%, spread evenly over most dayparts. Leading the three-network revenue increase was news, which posted a five-year rise of 14.5%. Late night had the least growth; it inched ahead at 1.6% annually, below the five-year consumer price index growth of 4.3%. The four other dayparts—prime time, daytime, children's and sports—have all shown compound annual increases of close to 10% over the past five years.

In 1985, 47.6% of three-network revenue was earned in prime time. The next largest daypart was daytime, 19.1%; followed by sports, 16.3%; news 10.4%; late night, 4.2%, and children, 2.5%.

The BFM data are not audited numbers, but are collected by the accounting firm of Arthur Young & Co., which promises confidentiality to ABC, CBS and NBC. BFM plans soon to have 1985 combined station revenues for each of the top-10 markets. BFM network market data for 1980-84 were published in BROADCASTING's May 19 issue. The 1985 three-network total was within 3% of BROADCASTING's own estimates ("Top of the Week," May 5) which also broke out revenue and profit figures for each network.

Total 1985 television network revenues

(In thousands)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programing	$19,399	$0	$285	$0	$2,168	$0	$21,852
All other gross revenues from time sales	3,594,313	318,301	1,448,111	187,833	1,232,061	789,514	$7,570,133 *
Total gross revenues from time sales	3,613,712	318,301	1,448,396	187,833	1,234,299	789,514	$7,591,985
Less advertising agency commission	540,962	46,793	215,839	28,106	184,676	118,036	$1,134,412
Total net revenues from time sales	3,072,750	271,508	1,232,557	159,727	1,049,553	671,478	$6,457,573

*Includes $41,339,000 in color insertion revenues reported by two networks.

Networks running neck and neck and shoulder in daytime

As competition heats up; ABC, CBS and NBC restructure schedules to gain advantage in ratings, demographics

For the first time in years, daytime programing on the three commercial television networks is a three-way contest. At the end of the second quarter (ended June 29), ABC and CBS were in a dead heat for first in household delivery, according to A.C. Nielsen, each with an average 6.1 rating and a 22 share. NBC was a competitive second with a 5.2/19. Compared to a year ago, NBC showed the greatest growth, 8%, while ABC was up about 3% and CBS was flat.

In key women demographics, ABC has maintained a lead over both CBS and NBC, but third-place NBC made some inroads against second-place CBS. In the women 18-49 demo for all but two weeks of the second quarter, ABC averaged a 5.9 rating, up 5% from a year earlier. CBS was off 5% in the same category, averaging a 3.6, enabling NBC to tie it in that demo, for a gain of 3%. In women 25-54, ABC was up 16% during the same period, averaging a 5.8. CBS held onto second place, climbing 8% to an average 4.0, while NBC was up 3% to an average 3.5. For women, 18-34, ABC was off 2% to a 6.4, while NBC was flat with a 3.9 and CBS was off 16% to a 3.2.

CBS's "As the World Turns"

All three networks will make programing moves in the months ahead in efforts to strengthen their daytime lineups. CBS will introduce a new half-hour soap opera in the first quarter of 1987. It's being created by William Bell and his wife, WBBM-TV Chicago newswoman Lee Phillip, and will be produced by their company, Bell-Phillip Television Productions. Bell created CBS's *Young and the Restless* which went on the air in 1973 as a half-hour show and was expanded to an hour seven years later. *Restless* is now the second-ranked daytime program; it averaged an 8.4/31 in the second quarter, second only to ABC's *General Hospital*, which scored a 9.3/30.

The CBS daytime programing vice president, Michael Brockman, said there has been no decision on whether the new soap will replace one in the network's afternoon serial block, or whether that block will be expanded by a half-hour. That decision will be made early in the fall, he said. The most vulnerable show in CBS's four-program serial block is *Capitol* (2:30-3 p.m.), which is losing ground to both fifth-ranked *One Life to Live* on ABC and 11th-ranked *Another World* on NBC. *Capitol*, which has been on the air for five years (a relatively short time

Comedy making comeback on radio

Flurry comes from many sources for use in several formats but some see growth slowing

Comedy programing, which dotted the radio airwaves 50 years ago, has re-emerged as a growing number of music stations subscribe to short-form syndicated comedy packages, primarily for use in the morning-drive-time slot. The trend first surfaced with contemporary hit or top 40 radio stations, especially those that adopted the "Morning Zoo" approach. But the practice has since expanded to other formats, including adult contemporary, album-rock and country, with some stations having promotional tie-ins with local comedy clubs.

"There's no question that the desire for comedy among radio program directors is very strong," said Jeff Pollack, a Pacific Palisades, Calif.-based radio programing consultant. "It is critical to have solid entertainment on radio in the mornings, especially 'topical' humor," he said. "Comedy can make a good morning show a great morning show."

Gary Edens, president of Edens Broadcasting, Phoenix, concurs. "I think [short-form] comedy programing is terrific. The characters become part of the local station's staff," he said, noting that all of the company's six radio stations subscribe to comedy services.

Larry Berger, program director for Capital Cities/ABC's contemporary hit WPLJ(FM) New York, observed that "an absence of strong morning talent" in many markets is leading stations to seek outside assistance through syndicated comedy products.

In the past couple of years, several radio program production companies have delved into comedy in response to the mounting demand for highly produced, comedic programing. "Years ago, comedy was the last priority for station managers. However, in the past year that has changed dramatically," said Merrill Barr, managing partner of All Star Radio, Los Angeles-based comedy program producer and distributor.

All Star Radio offers stations eight "drop-in" packages, four of which feature the creative team of Ron Stevens and Joy Grdnic. In April, the company introduced *Mel Blanc's Blankity Blancs*, a series of over 500 comedy vignettes highlighted by a number of Warner Brothers cartoon character voices, such as Bugs Bunny and Sylvester the Cat, made fam-

ABC loves Liberty

ABC's Liberty Weekend coverage

In a sense, ABC paid $10 million to place first in both the weekly prime-time and evening news ratings races for the week ended July 6. The network acknowledged that it probably would not have done either without the big ratings boost provided by its special Liberty Weekend coverage that spanned four nights, July 3-6 (see box, page 59). It paid $10 million for the rights to that coverage which made the difference on three of its four nightly wins. It won Thursday, Friday, Sunday and one non-Liberty night, Tuesday. ABC's prime time average for the week was a 13.9 rating and a 27 share. NBC was second with an 11.9/23 and CBS was third with a 9.5/18. A year ago the ratings were: NBC, 11.7/23; CBS, 11.2/22 and ABC, 8.7/18.

With the exception of Olympics programing in 1984, ABC's victory in the evening news race for the week June 30-July 4 was the first since May 1982. The averages were: ABC, 9.9/22; CBS, 9.4/21, and NBC, 9.2/21. A year ago the news ratings were: CBS, 10.4/24, and ABC and NBC tied at 8.4/20.

The Liberty coverage also brought HUT levels up considerably for the week over a year ago, from 50.1% last year to 52.1% this year.

Liberty coverage also knocked *Cosby* and *Family Ties* out of first and second place, respectively, for the first time since April 7. *Cosby* fell to fourth place and *Ties* fell to ninth. NBC's summer sitcom, *Me and Mrs. C*, rebounded to eighth place with its third episode (Saturday, July 5), after debuting three weeks earlier at number five but falling to 18th in its second week.

As for the two new magazine shows, *1986* was up over the previous week, from 7.7/14 to 10.3/19, and *West 57th* was down, from 8.8/17 to 8.1/15.

Rank	Show	Network	Rating/Share
1.	Liberty Weekend '86 (Thurs.)	ABC	19.9/37
2.	Liberty Weekend '86 (Fri.)	ABC	18.4/42
3.	Rearview Mirror	NBC	17.8/30
4.	Cosby Show	NBC	17.4/34
5.	Golden Girls	NBC	16.8/35
6.	Growing Pains	ABC	16.5/30
7.	Who's the Boss?	ABC	16.4/31
8.	Me And Mrs. C	NBC	15.6/31
9.	Family Ties	NBC	15.4/29
10.	Murder, She Wrote	CBS	15.2/30
11.	Liberty Weekend '86 (Sun.)	ABC	15.2/29
12.	60 Minutes	CBS	14.7/32
13.	Moonlighting	ABC	14.7/28
14.	Highway to Heaven	NBC	14.1/28
15.	Valerie	NBC	14.1/26
16.	Remington Steele	NBC	14.0/28
17.	227	NBC	13.8/31
18.	Cheers	NBC	13.8/26
19.	Spenser: For Hire	ABC	13.6/25
20.	Night Court	NBC	13.6/24
21.	Gimme a Break	NBC	13.4/26
22.	You Again	NBC	13.4/26
23.	Ellis Island, pt. 2	CBS	13.3/23
24.	Scarecrow & Mrs. King	CBS	13.2/24
25.	Amazing Stories	NBC	13.1/24
26.	Hotel	ABC	12.5/24
27.	Hunter	NBC	12.0/21
28.	Facts of Life	NBC	11.9/26
29.	First Steps	CBS	11.9/21
30.	Ellis Island, pt. 3	CBS	11.0/20
31.	Hardcastle & McCormick	ABC	10.4/20
32.	1986	NBC	10.3/19
33.	Alfred Hitchcock Presents	NBC	10.3/18
34.	Miami Vice	NBC	10.0/22
35.	Liberty Weekend '86 (Wed.)	ABC	10.0/20
36.	St. Elsewhere	NBC	10.0/19
37.	Monday Night Baseball	ABC	9.6/17
38.	Stingray	NBC	9.4/20
39.	Statue of Liberty Dedication	NBC	9.3/17
40.	A Team	NBC	9.1/17
41.	West 57th	CBS	8.8/17
42.	Hardesty House	ABC	8.7/18
43.	Fantastic World of D.C. Collins	NBC	8.7/16
44.	Airwolf	CBS	8.5/16
45.	Simon & Simon	CBS	7.8/15
46.	Knight Rider	NBC	7.7/19
47.	Liberty Celebration	CBS	7.7/14
48.	Liberty Weekend '86 (Sat.)	ABC	7.3/16
49.	Scarlet Pimpernel	CBS	7.2/15
50.	Charlie & Company	CBS	7.2/14
51.	Foley Square	CBS	7.1/14
52.	Silver Spoons	NBC	6.8/15
53.	Crazy Like a Fox	CBS	6.7/13
54.	Twilight Zone	CBS	6.4/15
55.	Happy Endings	CBS	5.6/12
56.	Kissyfur	NBC	5.1/11

*indicates premiere episode

WGMB	WMXX Ocean Communications Inc., Georgetown, S.C.
KLQT	KOKE-FM Keymarket Communications of Texas Inc., Austin, Tex.
KWZD	WRRS B & D Inc., Hamlin, Tex.
	Existing TV's
WWOR	WOR-TV MCA Broadcasting Inc., Secaucus, N.J.
KVIH-TV	KMCC Marsh Media Inc., Clovis, N.M.

Grants

Call	*Assigned to*
	New AM's
KZOI	Donald A. and Sharon E. Wiedman, Johnstown, Colo.
WKZD	Georgia Mountains Communications Inc., Murrayville, Ga.
WPVG	Boonsboro Radio, Boonsboro, Md.
	New FM's
*KRNI	University of Northern Iowa, Mason City, Iowa
KLOS	Jal Rene Washington, Armijo, N.M.
KQIK-FM	KQIK Ltd., Lakeview, Ore.
WSNV	Digby Anglin Solomon, Buffalo Gap, Va.
WKZG	Joseph (Don) Powers, Keyser, W.Va.
	Existing AM's
KUNA	KGOF Southern California Communications Corp., Indio, Calif.
WLUS	WDVH DAE Broadcasting Co., Gainesville, Fla.
WGTB	WKOJ Catholic Engineering Equipment Co., Hattiesburg, Miss.
KBLG	KOYN Big Sky Communications Inc., Billings, Mont.
WRTP	WRBX Leathers Enterprises Inc, Chapel Hill, N.C
KZMX	KOBH Tracy and Valerie Bastian, Hot Springs, S.D.
WSDQ	WSVC Tollye Wayne Tittsworth, Dunlap, Tenn.
KWAS	KQIZ Wiskes/Abaris Communications, Amarillo, Tex.
WOWM	WKAU Martin Communications Inc., Kaukauna, Wis.
	Existing FM's
KMGN	KSOJ Northland Broadcasting Inc., Flagstaff, Ariz.
KOY-FM	KQYT Edens Broadcasting Inc., Phoenix
KQUS-FM	KWBO Demaree Media Inc., Hot Springs, Ark.
WBZD	WKDZ-FM WKDZ Inc., Cadiz, Ky.
KBVB	KTAP KTAP Radio Inc., Crete, Neb.
WMJV-FM	WRVH Tri-Valley Broadcasting Corp., Patterson, N.Y.
WKLX	WZKC Ontario Shore Communications Inc., Rochester, N.Y.
WPNC-FM	WKLX Ralph D. Epperson, Plymouth, N.C.
WMGF	WXIK Voyager Communications V Inc., Shelby, N.C.
KZMX-FM	KOBH-FM Tracy and Valerie Bastian, Hot Springs, S.D.
	Existing TV's
KTKA-TV	KLDH Northeast Kansas Broadcast Service Inc., Billings, Mont.
KWHB	KTCT KBJH Inc., Tulsa, Okla.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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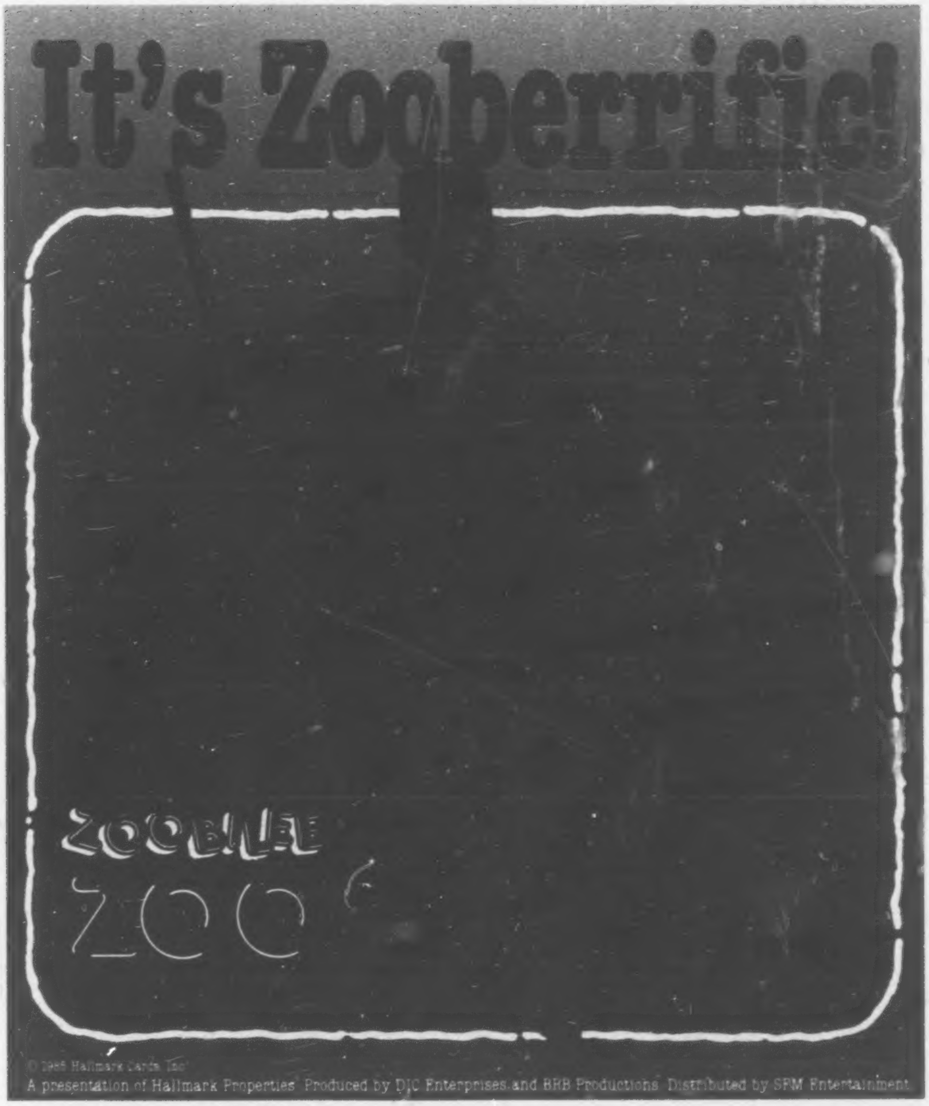

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55th Year 1986

Must Carry: The Final Fortnight

Vol. 111 No. 3

Broadcasting ▫ Jul 21

Consensus building on must carry
TCI buys another cable company
Blair-Reliance-FCC saga continues

LOOKING FOR THREE ▫ Majority of FCC commissioners seem to be leaning toward adopting must-carry compromise or some form thereof. **PAGE 31.**

BLAIR FIGHT ▫ FCC denies trusteeship proposal by Reliance in its bid for Blair. **PAGE 33.**

NO SLUMP HERE ▫ Network radio sales, defying trends in other broadcast sales quarters, continues to show double-digit growth. **PAGE 34.**

SALE BLOCKAGE ▫ Petitioners ask FCC to block RKO's proposed $387-million sale of WOR-TV to MCA. **PAGE 34.**

BUYING UP ▫ Tele-Communications Inc. increases its number-one cable portfolio by buying 51% of United Artists Communications, representing some 750,000 subscribers, for $500 million. **PAGE 35.**

IN-HOUSE EXAM ▫ Senate temporarily halts television coverage of chamber as Rules Committee examines experiment's first six weeks. **PAGE 35.**

LOGGING IN ▫ Television and private radio interests remain at odds over sharing of UHF spectrum in comments at FCC. **PAGE 36.**

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CANADIAN VERSION ▫ Canadian government wants better original programing from broadcast licensees. **PAGE 42.**

AFRICAN PITCH ▫ Intelsat lobbying for African nations to join organization. **PAGE 49.**

NEW TITLE ▫ Gary Lieberthal is named chairman and chief executive officer of Embassy Communications. **PAGE 50.**

DATA DELIVERY ▫ Public Broadcasting Service to have access to ratings year-round through TV Data. **PAGE 51.**

SPELLING PROSPECTUS ▫ Details on Aaron Spelling Productions' public offering are released. **PAGE 54.**

LEISER VISION ▫ Former CBS News executive sees diminished role for network news in 1993. **PAGE 56.**

NEW YORK, NEW YORK ▫ New York State Broadcasters Association meeting hears from Capcities/ABC's Murphy and NBC's Grossman on mergers, public service. **PAGE 59.**

EASTERN SHOW ▫ Southern Cable Television Association ready to unveil Eastern Cable Show this week in Atlanta. **PAGE 63.**

RATINGS CUTBACKS ▫ CBS O&O's considering reducing number of local rating services they use. **PAGE 67.**

MARKETER SUPREME ▫ Charles Townsend III, president of Colony Communications, has built a reputation as having one of the brighter marketing minds in the cable industry. **PAGE 87.**

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Lieberthal named Embassy chairman

First-run production, syndication will come under his wing

Lieberthal

Gary Lieberthal was appointed chairman and chief executive officer of a reorganized Embassy Communications last week. He will now oversee both first-run production for the networks and domestic and international syndication. Lieberthal was formerly president of Embassy Telecommunications, the syndication division of Embassy.

Lieberthal will report to Frank J. Biondi Jr., executive vice president of the Entertainment Business sector of Coca-Cola, Embassy's parent.

The new appointment means that Embassy Television, the first-run production division, and Embassy Telecommunications, will be reunited for the first time since last summer, when Embassy was purchased by The Coca-Cola Co. At that time Alan Horn, who oversaw the two Embassy divisions, along with Embassy Pictures and Embassy Home Entertainment, left the company to head 20th Century Fox studios. Embassy Pictures has since been sold to Dino De Laurentiis and Embassy Home Entertainment is slated to be sold.

Glenn Padnick will become president of Embassy Communications. He will continue as president of Embassy Television. A successor to Lieberthal at Embassy Telecommunications has yet to be chosen.

Francis T. Vincent Jr., president and chief executive officer of the Coca-Cola's Entertainment Business sector, said he wished the reorganization could have taken place earlier but Coca-Cola wanted to get to know the Embassy executives before making any changes. He said that he wanted to have a "strong long-term relationship" with Lieberthal at the helm.

Lieberthal said Embassy's primary business will remain the production of half-hour sitcoms for the networks. But he said Embassy might return to first-run syndication production, saying the company is interested in expanding into that market "now more than ever." Embassy's first-run syndication programing when Norman Lear owned the company included *Mary Hartman, Mary Hartman*, *Fernwood 2night* and *America 2night*. Lieberthal said Embassy would expand into all time periods with first-run syndication. ☐

Evening news race gets tighter

The network evening news race between Mohday, July 7, and Friday, July 11, was about as close it could be. All three broadcasts tied in average share for the week (22), while CBS and NBC also tied in rating with a 10.0. ABC was just a hair off the mark with a 9.8. It was the third week in a row that CBS had either shared the lead or lost. It was the closest the news race had been since the week of Nov. 9, 1981, when only one-tenth of a rating point separated the first- and third-ranked evening newscasts, according to ABC research. A year ago, the tallies were: CBS, 11.1/24; ABC 9.1/20, and NBC 8.9/20.

The prime time race for the week ended July 13 was also tight, although ABC was a more distant third than in the news race. CBS and NBC tied with an average 12.1/23, while ABC averaged a 10.1/19. A year ago, the tallies were: NBC, 13.4/25; CBS, 11.5/22, and ABC, 9.6/18. HUT levels for the week averaged 52.4, compared to 53.3 for the same week a year ago.

Sitcom repeats dominated the list of top-ranked shows for the week. Nine of the top 10 and 18 of the top 30 programs were comedies. Among those in the top 10 were NBC's Thursday-night lineup of *Cosby*, *Family Ties*, *Cheers* and *Night Court*, as well as NBC's *Golden Girls*, ABC's *Growing Pains* and *Who's the Boss*, and CBS's *Newhart* and *Kate & Allie*. NBC's summer comedy series, *Me and Mrs. C*, placed 11th for the week.

West 57th, the fate of which hinges on its summer performance, rebounded in the ratings, scoring a 10.2/19, compared to an 8.1/15 the previous week. *1986*, the new NBC prime time magazine show that is also trying to find an audience, averaged a 9.7/18 at 10 p.m. on Tuesday, down from a 10.3/19 the previous week. The CBS News special, *The Burger Years*, featuring a Bill Moyers interview with Supreme Court Chief Justice Warren Burger was the 65th-ranked program (out of 66) for the week, averaging a 4.9/10.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	22.8/44
2.	Family Ties	NBC	21.4/40
3.	Golden Girls	NBC	17.9/34
4.	Cheers	NBC	17.8/32
5.	Murder, She Wrote	CBS	17.1/34
6.	Growing Pains	ABC	16.9/32
7.	Who's the Boss?	ABC	16.8/34
8.	Night Court	NBC	16.6/29
9.	Newhart	CBS	16.4/28
10.	Kate & Allie	CBS	16.3/26
11.	Me And Mrs.C.	NBC	15.6/30
12.	Grand Ole Opry's 60th Ann.	CBS	15.0/27
13.	The Execution	NBC	15.0/26
14.	Gimme a Break	NBC	14.9/28
15.	You Again	NBC	14.7/26
16.	Running Out	CBS	14.3/28
17.	Moonlighting	ABC	14.0/26
18.	60 Minutes	CBS	13.7/31
19.	Amos	CBS	13.7/25
20.	Mr. Belvedere	ABC	13.6/26
21.	Spenser: For Hire	ABC	13.6/26
22.	MacGyver	ABC	13.5/27
23.	Remington Steele	NBC	13.5/26
24.	Cagney & Lacey	CBS	13.5/24
25.	Equalizer	CBS	13.4/25
26.	Highway to Heaven	NBC	13.2/26
27.	Valerie	NBC	13.2/26
28.	227	NBC	12.9/27
29.	Scarecrow & Mrs.King	CBS	12.6/24
30.	Webster	ABC	12.5/27
31.	Amazing Stories	NBC	12.2/23
32.	St. Elsewhere	NBC	12.1/22
33.	Hotel	ABC	12.0/22
34.	Chapter Two	ABC	11.9/22
35.	Mr. Sunshine	ABC	11.7/23
36.	Magnum, P.I.	CBS	11.3/21
37.	Hill Street Blues	NBC	11.1/20
38.	The Cowboys	CBS	11.0/22
39.	Hardcastle & McCormick	ABC	11.0/20
40.	20/20	ABC	10.9/20
41.	Hunter	NBC	10.6/20
42.	Facts of Life	NBC	10.4/24
43.	Love Boat	ABC	10.4/20
44.	Celebrity, pt. 1	NBC	10.3/19
45.	Man About Town	ABC	10.2/20
46.	West 57th	CBS	10.2/19
47.	Simon & Simon	CBS	9.9/19
48.	1986	NBC	9.7/18
49.	Twilight Zone	CBS	9.1/19
50.	Baseball, Atlanta vs. N.Y. Mets	NBC	8.9/18
51.	A Team	NBC	8.7/17
52.	Monday Night Baseball	ABC	8.7/16
53.	Alan King Show	CBS	8.3/19
54.	Crazy Like a Fox	CBS	8.3/16
55.	Alfred Hitchcock Presents	NBC	8.1/16
56.	Kidnapped	ABC	7.7/16
57.	Punky Brewster	NBC	7.6/16
58.	Baseball, pregame	NBC	7.5/17
59.	Silver Spoons	NBC	7.2/17
60.	Airwolf	CBS	7.1/13
61.	Ripley's Believe It or Not	ABC	6.7/13
62.	Running	ABC	6.5/12
63.	Diff'rent Strokes	ABC	6.2/14
64.	Benson	ABC	6.2/13
65.	CBS News—Burger Years	CBS	4.9/10
66.	The Colbys	ABC	4.8/9

much more of a participant in the news. We lose that vitally important consoling filter of time, as the late Teddy White used to say." He added that there is also a danger of "parachute journalism"—sending crews and correspondents into societies "that they have not lived in or studied, and risking inaccurate, superficial understanding, and often insubstantial coverage."

□

On Tuesday morning, Robert Pittman also talked about emerging trends, but of another sort—the fast-paced, stylized images directed at today's grown "TV babies," those too young to remember days without television. Today, Pittman said, the latter "process information and develop opinions in a new way, and they're influenced by the new tools and new methods of communication."

Research done by MTV, Pittman said, shows a "striking dichotomy" between people who grew up with a TV set in the home and those who didn't. The former process information "from multiple sources simultaneously" in "clusters." They don't require a narrative line in a story; rather, they "readily respond to more elusive sense impressions communicated through feelings, mood and emotion," Pittman said. If older viewers "find the quick-edit communication motif disjointed or disorienting, the TV babies find it stimulating, exciting and probably essential."

Those in the media have "learned to talk" to this new generation, the MTV executive said. Nonnarrative images are becoming more prevalent in theatrical films, TV commercials, television programs and even print advertisements. The media today, Pittman said, is using quick cuts, highly stylized images and vibrant music to sell its product, whether it be the latest fashion, the evening news, a presidential campaign ad, a special interest magazine or a television series set in Miami.

□

Governor Cuomo, who is running for reelection, addressed the broadcasters Monday morning (July 14). Among the topics covered were labeling people, especially politicians, and the difficulty of discussing important issues in brief increments of broadcast air time.

Labels have gotten in the way, the governor said, adding that it "should be difficult" to attach traditional labels to people, "because I don't think the world works that way." Quality leadership, he said, "in any field, certainly in mine...requires that you shed some of these simplistic formulae and these slogans which your industry knows a lot about, especially broadcasters," Cuomo said.

He added that "I'm in a [gubernatorial] race now. What counts? Television—have to get on television, right?" And how much time is given to serious issues? Cuomo answered, "28 seconds, unless you want to do one of those 10-second shots on abortion, on life and death. Twenty-eight seconds or 10 seconds. Of course you take to using labels in a society like that," Cuomo said. "With the Lincoln-Douglas debates, where you both spoke for three hours, or if we had to read everything, maybe it would be different. We don't have that kind of time" today, Cuomo said, as people have less and less time to pay attention to the news. "And I think that's dangerous." □

Second time around: The May sweeps reprised

BROADCASTING's July 7 report of May network affiliate rankings in the nation's TV ADI's (areas of dominant influence) suffered from a number of proofreading errors. For reader convenience, the corrected version is being reprinted in this issue.

The chart below was developed by BROADCASTING from compilations of Arbitron market-by-market reports, supplied by NBC. Household numbers are in thousands (000) per average quarter hour (8-11 p.m. Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk (*) denotes a new station in the market or an affiliation change between May 1985 and May 1986. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas, Virgin Islands.

The corrected sweeps report:

	1986 households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (155)	17	17	**25**
Albany, Ga. (150)	—	—	**60**
Albany-Schenectady-Troy, N.Y. (51)	62	65	**74**
Albuquerque, N.M. (62)	62	35	**75**
Alexandria, La. (163)	7	—	**39**
Alexandria, Minn. (172)	—	**28**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**31**	22	26
Anniston, Ala. (193)	—	**8**	—
Ardmore-Ada, Okla. (173)	**19**	16	—
Atlanta (15)	154	142	**176**
Augusta, Ga. (105)	**46**	33	27
Austin, Tex. (79)	42	**45**	37
Bakersfield, Calif. (148)	19	20	**24**
Baltimore (21)	144	122	**154**
Bangor, Me. (153)	14	20	**22**
Baton Rouge (91)	**68**	45	41
Beaumont-Port Arthur, Tex. (122)	32	31	**33**
Bend, Ore. (208)	—	—	**5**
Billings-Hardin, Mont. (165)	**15**	13	8
Biloxi-Gulfport-Pascagoula, Miss. (180)	**37**	—	—
Binghamton, N.Y. (134)	13	**40**	17
Birmingham, Ala. (47)	**107**	36	100
Bluefield-Beckley-Oak Hill, W.Va. (147)	26	—	**27**
Boise, Idaho (136)	19	17	**25**
Boston (6)	253	217	**318**
Bowling Green, Ky. (196)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	37	**69**
Buffalo, N.Y. (35)	92	81	**101**
Burlington, Vt.-Plattsburgh, N.Y. (98)	12	**38**	31
Butte, Mont. (189)	—	**19**	—
Casper-Riverton, Wyo. (185)	**12**	6	2

	1986 households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Cedar Rapids-Waterloo, Iowa (73)	44	36	**54**
Charleston, S.C. (106)	35	34	**40**
Charleston-Huntington, W.Va. (43)	69	64	**105**
Charlotte, N.C. (32)	95	**112**	55
Charlottesville, Va. (197)	—	—	**8**
Chattanooga (80)	48	38	**55**
Cheyenne, Wyo. (202)	—	**13**	—
Chicago (3)	**488**	322	441
Chico-Redding, Calif. (140)	**25**	18	7
Cincinnati (29)	91	89	**123**
Clarksburg-Weston, W.Va. (162)	—	**23**	22
Cleveland (11)	225	182	**249**
Colorado Springs-Pueblo (99)	**41**	32	34
Columbia, S.C. (87)	35	27	**78**
Columbia-Jefferson City, Mo. (137) *	17	23	**24**
Columbus, Ga. (115)	**46**	34	17
Columbus, Ohio (33)	105	89	**108**
Columbus-Tupelo, Miss. (135)	10	20	**42**
Corpus Christi, Tex. (121)	**30**	20	26
Dallas-Fort Worth (8)	**237**	200	226
Davenport, Iowa-Rock Island-Moline, Ill. (74)	45	40	**56**
Dayton, Ohio (48)	68	**79**	68
Denver (19)	132	108	**154**
Des Moines (66)	46	**56**	54
Detroit (7)	270	208	**315**
Dothan, Ala. (160)	8	**34**	—
Duluth, Minn.-Superior, Wis. (120)	23	22	**27**
El Centro, Calif.-Yuma, Calif. (182)	—	6	**7**
El Paso (104)	31	24	**35**
Elmira, N.Y. (167)	12	—	**13**
Erie, Pa. (138)	25	18	**38**
Eugene, Ore. (133)	24	**26**	14

ADI (rank)	1986 households (000) ABC	CBS	NBC
Eureka, Calif. (184) *	—	**7**	6
Evansville, Ind. (88)	**47**	30	35
Fargo, N.D. (102)	**27**	24	26
Flagstaff, Ariz. (206)	—	—	**5**
Flint-Saginaw-Bay City, Mich. (54)	77	35	**85**
Florence, S.C. (145)	20	**43**	—
Fort Myers-Naples, Fla. (107)	20	34	**36**
Fort Smith, Ark. (149)	19	**24**	15
Fort Wayne, Ind. (93)	**35**	33	**35**
Fresno, Calif. (64) *	**55**	42	54
Gainesville, Fla. (170)	**21**	—	—
Glendive, Mont. (214)	—	**1**	—
Grand Junction, Colo. (177)	7	**9**	—
Grand Rapids-Kalamazoo, Mich. (41)	60	67	**87**
Great Falls, Mont. (178)	**14**	10	—
Green Bay, Wis. (68)	56	51	**57**
Greensboro-Winston Salem-High Point, N.C. (50)	75	74	**77**
Greenville-Asheville-Spartanburg, S.C. (37)	84	81	**106**
Greenville-New Bern, N.C. (97)	29	40	**57**
Greenwood-Greenville, Miss. (168)	**25**	10	—
Hagerstown, Md. (194)	—	—	**18**
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	58	38	**107**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (24)	110	**131**	76
Hazard, Ky. (210)	—	**6**	—
Helena, Mont. (210)	—	—	**5**
Houston (10)	**219**	145	185
Huntsville-Decatur-Florence, Ala. (89)	**48**	40	34
Idaho Falls-Pocatello (159)	12	13	**16**
Indianapolis (23)	111	112	**113**
Jackson, Miss. (85)	28	45	**60**
Jackson, Tenn. (190)	**27**	—	—
Jacksonville, Fla. (61)	48	**63**	54
Johnstown-Altoona, Pa. (81)	6	43	**77**
Jonesboro, Ark. (178)	**30**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	**29**	27	25
Kansas City, Mo. (30)	110	85	**121**
Knoxville, Tenn. (60)	**70**	68	44
La Crosse-Eau Claire, Wis. (127)	18	25	**37**
Lafayette, Ind. (191)	—	**9**	—
Lafayette, La. (111)	40	**52**	—
Lake Charles, La. (171)	—	—	**36**
Lansing, Mich. (100)	—	**45**	43
Laredo, Tex. (199)	3	2	**4**
Las Vegas (96)	28	31	**41**
Laurel-Hattiesburg, Miss. (164)	—	—	**30**
Lexington, Ky. (77)	44	48	**55**
Lima, Ohio (195)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (90)	22	**39**	14
Little Rock, Ark. (55)	**76**	56	63
Los Angeles (2)	528	420	**578**
Louisville, Ky. (49)	55	76	**84**
Lubbock, Tex. (141)	20	17	**21**
Macon, Ga. (132)	18	**32**	19
Madison, Wis. (109)	31	**35**	33
Mankato, Minn. (209)	—	**9**	—
Marquette, Mich. (186)	—	**15**	—
McAllen-Brownsville, Tex. (117)	**32**	25	25
Medford, Ore. (156)	14	16	**26**
Memphis (40)	79	90	**108**
Meridian, Miss. (174)	**21**	7	5
Miami (14)	154	143	**174**
Milwaukee (28)	90	74	**107**
Minneapolis-St. Paul (16)	133	**135**	125
Minot-Bismarck-Dickinson, N.D. (146)	7	18	**28**
Missoula-Butte, Mont. (176)	—	—	**23**
Mobile, Ala.-Pensacola, Fla. (57)	59	64	**75**
Monroe, La.-El Dorado, Ark. (114)	14	**48**	25
Montgomery, Ala. (116) *	18	13	**61**
Nashville (31)	85	102	**125**
New Orleans (34)	86	103	**109**
New York (1)	869	781	**975**
Norfolk-Portsmouth, Va. (46)	70	67	**84**
North Platte, Neb. (212)	—	—	**7**
Odessa-Midland, Tex. (144)	**23**	21	**23**

ADI (rank)	1986 households (000) ABC	CBS	NBC
Oklahoma City (36)	77	84	**90**
Omaha (70)	**55**	41	50
Orlando-Daytona Beach, Fla. (27)	113	87	**120**
Ottumwa, Iowa-Kirksville, Mo. (204)	**17**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	**62**	54
Palm Springs, Calif. (183)	7	—	**9**
Panama City, Fla. (175)	18	—	**26**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria, Ill. (100)	**36**	25	**36**
Philadelphia (4)	**442**	308	413
Phoenix (22)	104	103	**123**
Pittsburgh (12)	**227**	180	176
Portland, Ore. (25)	85	92	**110**
Portland-Poland Spring, Me. (76)	48	35	**52**
Presque Isle, Me. (205)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (42)	91	64	**97**
Quincy, Ill.-Hannibal, Mo. (152)	—	23	**27**
Raleigh-Durham, N.C. (38) *	**91**	83	40
Rapid City, S.D. (161)	**17**	—	12
Reno (125)	**28**	16	23
Richmond, Va. (63)	63	**67**	63
Roanoke-Lynchburg, Va. (72)	40	**61**	57
Rochester, Minn.-Mason City, Iowa (142)	**24**	16	22
Rochester, N.Y. (71)	51	46	**55**
Rockford, Ill. (112)	26	24	**29**
Roswell, N.M. (181)	—	**12**	—
Sacramento-Stockton, Calif. (20)	113	106	**148**
St. Joseph, Mo. (188)	**15**	—	—
St. Louis (18)	138	138	**176**
Salinas-Monterey-San Jose, Calif. (110)	**51**	18	42
Salisbury, Md. (166)	12	**18**	—
Salt Lake City (39)	84	62	**98**
San Angelo, Tex. (192)	—	**11**	—
San Antonio, Tex. (45)	67	**74**	73
San Diego (26)	87	86	**95**
San Francisco (5)	243	226	**270**
Santa Barbara-Santa Maria, Calif. (113)	**25**	16	19
Sarasota, Fla., (157)	**16**	—	—
Savannah, Ga. (108) *	21	**37**	33
Seattle-Bellingham-Tacoma (13)	135	108	**170**
Shreveport, La.-Texarkana, Tex. (53)	**69**	59	61
Sioux City, Iowa (129)	27	11	**31**
Sioux Falls-Mitchell, S.D. (95)	36	**44**	18
South Bend-Elkhart, Ind. (84)	40	42	**57**
Spokane, Wash. (78)	46	40	**47**
Springfield, Mass. (103)	30	—	**38**
Springfield, Mo. (83)	19	45	**56**
Springfield-Decatur-Champaign, Ill. (69)	50	52	**58**
Syracuse, N.Y. (67)	51	58	**72**
Tallahassee, Fla. (130)	12	**40**	8
Tampa-St.Petersburg-Sarasota (17)	164	166	**183**
Terre Haute, Ind. (131)	12	30	**38**
Toledo, Ohio (65)	51	63	**81**
Topeka, Kan. (143)	12	**24**	20
Traverse City-Cadillac, Mich. (139)	14	**33**	31
Tucson, Ariz. (82)	38	30	**41**
Tulsa, Okla. (52)	**68**	67	66
Tuscaloosa, Ala. (187)	—	**7**	—
Twin Falls, Idaho (202)	—	—	**9**
Tyler, Tex. (154)	**43**	7	—
Utica, N.Y. (158)	14	—	**25**
Victoria, Tex. (207)	**6**	—	**6**
Waco-Temple, Tex. (94) *	16	**34**	31
Washington (9)	203	175	**212**
Watertown-Carthage, N.Y. (169)	—	**16**	—
Wausau-Rhinelander, Wis. (128)	28	**31**	13
West Palm Beach-Ft. Pierce, Fla. (56)	50	19	**67**
Wheeling, W.Va.-Steubenville, Ohio (124)	—	**39**	38
Wichita-Hutchinson, Kan. (59)	47	**53**	**53**
Wichita Falls-Lawton (126)	**23**	20	20
Wilkes Barre-Scranton, Pa. (58)	**87**	44	78
Wilmington, N.C. (151)	27	6	**56**
Yakima, Wash. (123)	21	**27**	26
Youngstown, Ohio (92)	41	41	**50**
Zanesville, Ohio (201)	—	—	**10**

New Stations

AM's

■ Apple Valley, Calif.—Frances A. Bass seeks 1550 khz; 800 w-D. Address: 20572 Rancherias Rd., 92307. Principal has no other broadcast interests. Filed June 30.

■ San Jacinto, Calif.—San Jacinto Radio seeks 1550 khz; 1 kw-D. 700 w-N. Address: 348 W. Sierra Madre Blvd., Sierra Madre, Calif. 91024. Principal is owned by Mary S. Volken, who has no other broadcast interests. Filed June 30.

■ Templeton, Calif.—Garry and Virginia Infante Brill seek 720 khz; 250 w-D. 1 kw-N. Address: 5880 Encino, Atascadero, Calif. 93422. Principals own KIOQ(AM) Atascadero. Filed June 27.

■ Yucaipa, Calif.—Delbert L. Van Voorhis seeks 1530 khz; 50 kw-D. Address: 405 N. La Cadena Dr., Colton, Calif. 92324. Principal has no other broadcast interests. Filed June 30.

■ Knoxville, Tenn.—Family Stations seek 760 khz; 2.5 kw-D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Filed June 30.

■ Nashville. Tenn.—William R. Hunt seeks 760 khz; 1 kw-D, Address: P.O. Box 399, Lebanon, Pa. 37087. Principal has no other broadcast interests. Filed June 30.

■ Hollymead, Va.—Charlottesville Broadcasters seeks 1290 khz; 1 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by Carl J. Auel, who has interest in six AM's and one FM. Filed June 30.

FM's

■ Huntsville, Ala.—Augusta Radio Fellowship seeks 88.1 mhz; 100 kw; HAAT: 573.3 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is nonprofit corporation headed by Clarence T. Barinowski. It has no other broadcast interests. Filed June 24.

■ Linden, Ala.—Diane E. Ellis seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 129 Norrington Dr., Pittsburgh, Pa. 15236. Principal has no other broadcast interests. Filed July 3.

■ Linden, Ala.—Linden Radio Joint Venture seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2101 Magnolia So., Suite 321, Birmingham, Ala. 35205. Principal is principally owned by Ellis J. Parker, who also has interest in WLPH(AM) Irondale, Ala. Filed July 7.

■ Linden, Ala.—Terry C. King seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 1, Box 336, Westville, Fla. 32464. Principal has no other broadcast interests. Filed July 3.

■ Flagstaff, Ariz.—Flagstaff Broadcasting Foundation seeks 102.9 mhz; 4.8 kw; HAAT: 1,434 ft. Address: 3621 N. Walker, 85007. Principal is owned by Stella Alfara, Shelly Hall, Charlotte Beyal, LaJoy Brandon and Teresita Sarrano. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—Pinetop Partners Inc. seeks 102.9 mhz; 4.2 kw; HAAT: 1,546.9 ft. Address: 635 E. Rancho Catalina Pl., Tucson, Ariz. 85704. Principal is owned by Israel Teitelbaum and his wife, Sandra, and Donald L. Crosby and his wife, Mary. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—Flagstaff Broadcasting Partnership seeks 102.9 mhz; 1 kw; HAAT: 1,965 ft. Address: 534 Monaco Dr., St. Louis, Mo. 63122. Principal is owned by Boyd Fellows and Brad Walpole. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—FM Flagstaff Ltd. Partnership seeks 102.9 mhz; 500 w; HAAT: 1,964 ft. Address: 208 W. Dale Ave., 86001. Principal is owned by Tony Gabledon and George Lindemann. It has no other broadcast interests. Filed July 7.

■ Flagstaff, Ariz.—ABCD Broadcasting Co. seeks 102.9 mhz; 5 kw; HAAT: 1,360 ft. Address: 6231 I-40 West, #205, Amarillo, Tex. 79106. Principal is owned by George W. Drain and his wife, Sharon, Wayne Collins and Louis B. Burke and his wife, Mary Joan. It also has interest in KHDN(AM) Dimmitt, Tex. Filed July 7.

■ Flagstaff, Ariz.—Julia S. Zozaya seeks 102.9 mhz; 50 kw; HAAT: 39.1 ft. Address: 4548 West Osborn Rd., Phoenix 85031. Principal has interest in KTVW-TV Phoenix. Filed July 3.

■ Flagstaff, Ariz.—Communications Ltd. seeks 102.9 mhz; 1 kw; HAAT: 1,892.5 ft. Address: 5550 N. Country Club Dr., 86001. Principal is owned by Walter E. Raabe and, his wife, Becky, and Paul R. Seyler and his wife, Rosa. It also owns KZKZ(AM) Flagstaff. Filed July 7.

■ King City, Calif.—King City Communications Corp. seeks 105.1 mhz; 50 kw; HAAT: 491.6 ft. Address: P.O. Box B, 93930. Principal is owned by William Gittler and his wife, Marianne. It also owns KRKC(AM) King City, Calif. Filed June 25.

■ McFarland, Calif.—Caballero Spanish Radio Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 18 East 53rd St., New York, 10022. Principal is owned by Eduardo Cabellero and his wife, Rosa Maria. It owns colocated KXEM(AM) and KNEZ(AM) Lompoc, Calif. Filed July 7.

■ McFarland, Calif.—William M. Morris seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5101 Marsha Dr., Bakersfield, Calif. 93309. Principal has no other broadcast interests. Filed July 7.

■ San Martin/San Jose, Calif.—Michael D. Tymchak seeks 104.3 mhz; 8.7 kw; HAAT: 2,524 ft. Address: 15805 Oakridge Rd., Morgan Hill, Calif. 95037. Principal has no other broadcast interests. Filed July 8.

■ Summerland Key, Fla.—Don H. Barden seeks 102.9 mhz; 3 kw; HAAT: 287 ft. Address: 1240 Washington Blvd, Detroit, Mich. 48226. Principal owns four cable systems in Michigan. Filed July 7.

■ Summerland Key, Fla.—Arthur Barnett seeks 102.9 mhz; 3 kw; HAAT: 284 ft. Address: 401 Broadway, New York 10013. Principal has no other broadcast interests. Filed July 7.

■ Summerland Key, Fla.—Saddlebunch Radio Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 746 9th St., SE, Washington, D.C. 20003. It has interest in KMSS-TV Shreveport, La. Filed July 7.

■ Summerland Key, Fla.—Theresa P. Parrish seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 9, 33042. Principal has no other broadcast interests. Filed July 3.

■ Silver Spring, Fla.—Leroy Cummings and Roosevelt Scott seek 95.5 mhz; 3 kw; HAAT: 300 ft. Address: 210 Knott, Leesburg, Fla. 32748. Principals have no other broadcast interests. Filed June 30.

■ Silver Spring, Fla.—Chuck Washington and Richard Kinkead seek 95.5 mhz; 3 kw; HAAT: 300 ft. Address: 1898 N.E. 29th St., Ocala, Fla. 32670. Principals have no other broadcast interests. Filed June 30.

■ Silver Spring, Fla.—Cathy R. Washington seeks 95.5 mhz; 3 kw; HAAT: 300 ft. Address: Rte. 1, Box 1426. Weirsdale, Fla. 32695. Principal has no other broadcast interests. Filed June 30.

■ Statesboro, Ga.—Donald O. McDougald seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 328 N. Main St., 30458. Principal owns WYSL(AM) Sylvania, Ga. Filed July 3.

■ Statesboro, Ga.—Dr. H.R. Gertner and his wife, Cathy seek 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1211 NW 64th Terrace, Gainesville, Fla. 32605. Principal has interest in WPTB(AM) Statesboro, Ga. Filed July 7.

■ Statesboro, Ga.—Pamela H. Hodges seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 110 Sherwood Ct., 30458. Principal has no other broadcast interests. Filed July 7.

■ Statesboro, Ga.—Dabra Sears Graham seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2317 Starling St., Brunswick, Ga. 31520. Principal has no other broadcast interests. Filed July 7.

Statesboro, Ga.—Terry Frietag seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 716 Shirley Dr., Henderson, N.C. 27536. Principal has no other broadcast interests. Filed July 7.

Statesboro, Ga.—Emily K. Franklin seeks 102.9 mhz; 3 kw; HAAT: 327.3 ft. Address: 550 Franklin Lane, 30458. Principal has no other broadcast interests. Filed July 7.

■ Statesboro, Ga.—Marianne Warnock seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 759 Havana Dr., Boca Raton, Fla. 33431. Principal has no other broadcast interests. Filed July 7.

■ Delphi, Ind.—Whitcar Regional Broadcasting Co. seeks 102.9 mhz; 1.2 kw; HAAT: 516 ft. Address: 709 N. Main St., Monticello, Ind. 47960. Principal is owned by William M. Deibel and Gerrie M. Baer and his wife, Alexis. It has no other broadcast interests. Filed July 2.

■ Delphi, Ind.—James Bricker seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 825 Sparta, West Lafayette, Ind. 47906. Principal has no other broadcast interests. Filed July 7.

■ Delphi, Ind.—Carroll County Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1920 N. St., NW, Washington, D.C. 20036. Principal is owned by Dennis J. Kelly, who has no other broadcast interests. Filed July 7.

■ Mt. Vernon, Ky.—William S. Daugherty III seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 314 Trammel Creek Dr., Alvaton, Ky. 42122. Principal has no other broadcast interests. Filed July 3.

■ Mt. Vernon, Ky.—Cochran-Smith Broadcasting Inc. seeks 102.9 mhz; 2.2 kw; HAAT: 380 ft. Address: Box 1460, 40473. Principal is owned by Hal Smith. It also owns WRVK(AM) Mt. Vernon, Ky. Filed July 3.

■ Mt. Vernon, Ky.—Rockcastle Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 461, 40456. Principal is owned by George L. Hunt and his wife, Pauline. It has no other broadcast interests. Filed July 7.

■ *West Monroe, La.—West Monroe Educational Broadcasting Foundation seeks 91.7 mhz; 401 w; HAAT: 160.7 ft. Address: Route 2, Box 419-B, 71291. Principal is nonprofit corporation headed by Phillip S. Smith, Robert P. Holtzclaw and Michael M. Strider. Filed June 27.

■ Oswego, N.Y.—John E. Krauss seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 324, 13126. Principal has no other broadcast interests. Filed June 26.

■ Oswego, N.Y.—3B Partnership seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: 918 Jefferson St., Alexandria, Va. 22314. Principal is owned by Mary Lou Maierhofer and Kathy G. Root. It has no other broadcast interests. Filed June 30.

■ Oswego, N.Y.—Oswego Broadcasting Service Inc. seeks 96.7 mhz; 3 kw; HAAT: 328 ft. Address: 34 East Bridge St., 13216. Principal is owned by Bernadette Boozer, Gary Shanley and Duane J. Polich. It has no other broadcast interests. Filed June 30.

■ Raleigh, N.C.—Special Markets Media Inc. seeks 102.9 mhz; 3 kw; HAAT: 326 ft. Address: 522 E. Martin St., 27601. Principal is owned by Henry Monroe and his wife, Prentice. It owns WLLE(AM) Raleigh. Filed July 3.

■ Raleigh, N.C.—Fleming Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 601 Fayetteville St., Durham, N.C. 27701. Principal is principally owned by Dr. Stanley Fleming, who has no other broadcast interests. Filed July 3.

■ Raleigh, N.C.—Shirley N. Hill seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 3750 Matthews Weddington Rd., Matthews, N.C. 28105. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Robert Darling seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6312 Hazelton Dr., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Sam Trilimos seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 2400 W. Sugar Creek, Charlotte, N.C. 28215. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Russell Kinney seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4410 Bellwood Dr., Matthews, N.C. 28105. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Marsha O. Barr seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4355 Birdie Court, Charlotte, N.C. 28212. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—LPNC Inc. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 1432 1432 Poinsett Dr., Chapel Hill, N.C. 27514. Principal is owned by Joseph L. Zaragosa and his wife, Mary. It has no other broadcast interests. Filed July 2.

■ Raleigh, N.C.—Rem Malloy Broadcasting seeks 102.9 mhz; 3 kw; HAAT: 282 ft. Address: Route 11, Box 226, Chapel Hill, N.C. 27514. Principal is owned by Henry Malloy, who has no other broadcast interests. Filed June 27.

■ Raleigh, N.C.—Allen L. Guin seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 3301 Woodwardia Dr., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Maria K. McKay seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 4215 Wesley Dr., Midland, N.C. 28107. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Pete Douglas seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 627 Lansdowne Rd., Charlotte, N.C. 28211. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.— Nick Collias seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 6601 Sharon Hills Rd., Charlotte, N.C. 28210. Principal has no other broadcast interests. Filed July 7.

■ Raleigh, N.C.—Peebles Broadcasting Co. seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25143, 27611. Principal is owned by Millard R. Peebles, who has no other broadcast interests. Filed July 3.

■ Raleigh, N.C.—Rebecca C. Marshburn seeks 102.9 mhz; 3 kw; HAAT: 328 ft. Address: 5613 Cottingham Lane, Charlotte, N.C. 28211. Principal has no other broadcast

C1750-1

The Fifth Estate

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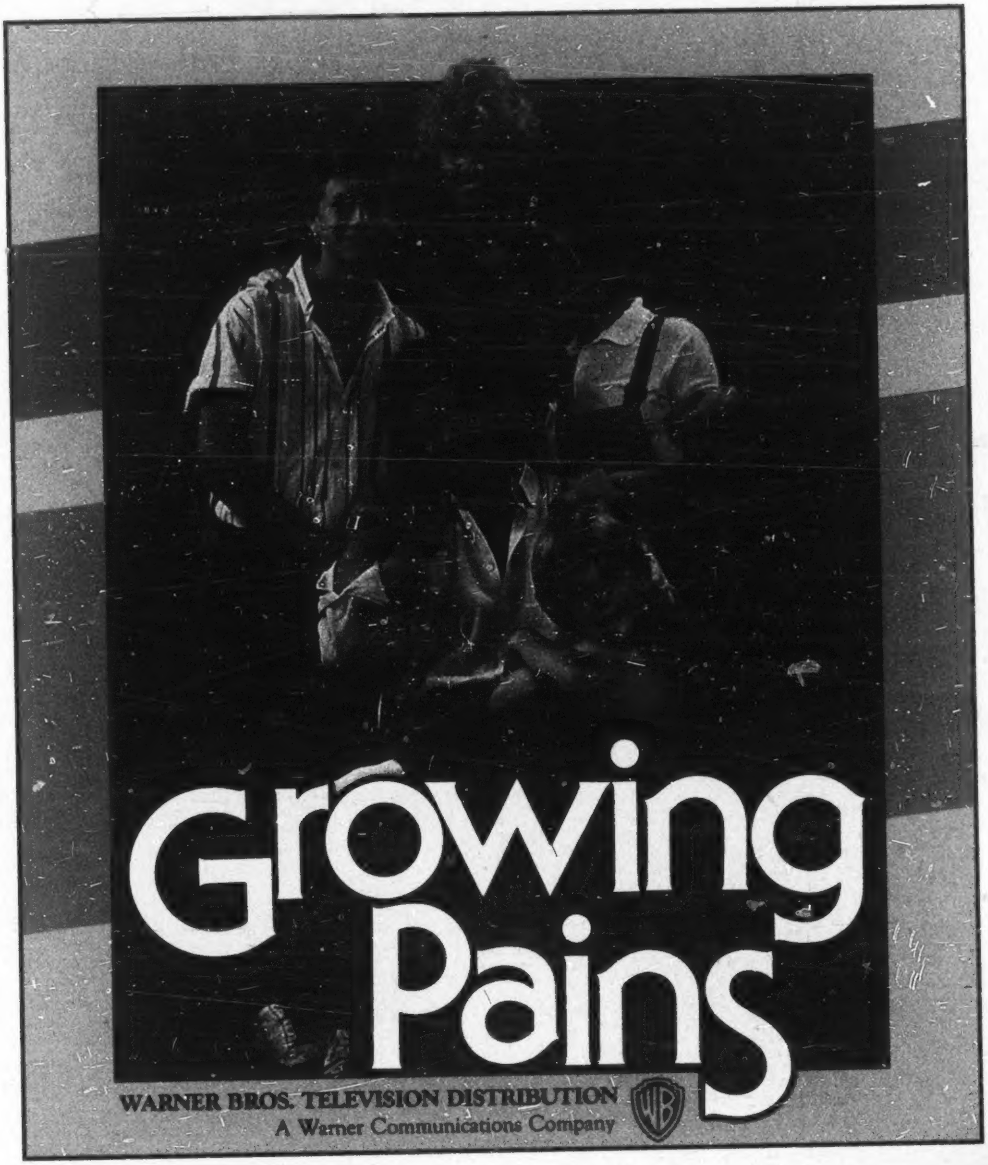
Broadcasting Jul 28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55th Year 1986

Raising the ante on must carry

Radio86

Vol. 111 No. 4

Broadcasting Jul 28

Danforth brings forth must-carry proposal
Hallmark buys SICC TV station group
Special Report on Radio

SENATOR STEPS IN □ Missouri senator John Danforth offers must-carry proposal that calls for greater carriage of broadcast signals than exists in compromise before FCC. **PAGE 32.**

TAFT SHIFT □ Taft Broadcasting repositions top management. **PAGE 36.**

ABC'S OF NETWORK RADIO □ Three ABC radio networks continue dominance in RADAR report. **PAGE 37.**

SAME OLD SONG □ Debate continues before House Copyright Subcommittee over music licensing issue but there is no breakthrough in sight. **PAGE 38.**

RADIO 86 □ The reports of radio's demise that have circulated since the flicker of the first cathode-ray tube remain highly overrated, as this week's "Special Report" on the state of the aural medium indicates. Network radio is enjoying a strong sales year with revenue increases hitting the double digits. **PAGE 46.** Contemporary hit radio stations are stressing oldies and AOR hits from the past in their new format mix. **PAGE 56.** All-industry group moves to set technical standards for AM radio's high frequency reception. **PAGE 66.** Competition among stations is causing greater emphasis on syndicated product, as evidenced by the number of program suppliers—including some new faces—whose mini-profiles appear on **PAGES 70-79.**

TURNED DOWN □ FCC staff rules against Kahn complaint but AM stereo proponent vows to fight on. **PAGE 86.**

END OF THE LINE □ FCC apprehends Captain Midnight, part-time employe of central Florida teleport. **PAGE 90.**

STATION SALE □ Spanish International Communications Corp. sells five television stations to Hallmark Cards for $301.5 million. **PAGE 91.**

HILL ADVICE □ House Republicans urge Corporation for Public Broadcasting to move ahead with proposed content analysis. **PAGE 92.**

TOP SPOT □ Turner Broadcasting System taps MGM executive Robert Mayer to run film library. **PAGE 93.**

CAMPAIGN CONUNDRUM □ Sacramento, Calif., newscaster challenges FCC rule on political candidates who are also television journalists. **PAGE 94.**

NUMBER ONE □ KABC(AM) Los Angeles moves into top spot in Arbitron spring book. WHTZ(FM) remains first in New York. **PAGE 95.**

DAYTIME DOMINANCE □ CBS wins 20 Daytime Emmy awards, most among networks. **PAGE 96.**

NAB'S QUIET MAN □ National Association of Broadcasters general counsel, Jeff Baumann, brought a background in FCC law and an interest in policy decisions to his NAB post. He has received high marks working quietly but effectively to serve that organization's membership. **PAGE 119.**

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Olympics/presidential election year, which is generally followed by another good year. But then a downturn in the cycle occurs, he said, which partially explains the poor year this year. And with the television industry also facing a tough year, TV sales people are slashing prices to hold clients, perhaps keeping some money from going to the less expensive radio medium. Fasolino also said that agencies avoid radio because they can make a bigger profit more easily in television. "They ask themselves: 'Why go through all this when I can spend $5 million in five minutes?' " with one TV buy, he said.

Select Radio President Frank Oxarart agreed with some of his colleagues that the outlook for the rest of the year is flat, with perhaps some "modest increases" toward the fourth quarter. Regionalization and the economy have taken their toll, he said, but the industry also needs to work harder at bringing in new clients. "It's tough to have that happen," he said, because of the logicstics involved as well as competition within the radio business. "We have to lose our parochialism and really bear down on the problem," he said. Carl Butrum, executive vice president, Eastman radio, said that in the current period of low inflation, sales organizations may simply have to lower their expectations compared with years past. "For the last 30 months or so, we've had an inflation rate of 4% or less," he said. "There's not much there to justify the 10% mentality that seems to pervade our budgeting processes." Butrum said the industry will probably be up 3% at year's end. He said radio spot sales for sports have been strong, as have late night sales, while agricultural sales continue to be soft, he said.

Ellen Hulleberg, president, MaGavren Guild Radio, one of five Interep companies, said her company reduced its earnings projections in June. Still, the company should be up 6% overall for the year, she said. Most of the growth represents an increase in the company's station base in the past year. She agreed that some regions of the country are worse off than others. For example, she reported that the company's Houston office lost at least one major account this year. Houston and other parts of the Southwest have been plagued by a foundering oil industry.

Ken Swetz, president of the Katz Radio Group, which comprises Katz, Christal and Republic, said the group averaged 10% gains in the first half of 1986 and is hoping for even higher gains in the second half. The reason for the optimism, in part, stems from Katz group stations' hold on about half of the National Football League radio franchises. He also noted that Katz captured a big prize two weeks ago, taking Washington's radio powerhouse WMAL(AM) away from McGavren Guild.

Classical low. Specialty sales are being affected by the current downward trend in national spot business. "For the first time in our history [11 years], business is down," said Peter J. Cleary, president of Concert Music Broadcasting Inc., whose subsidiary, Concert Music Broadcast Sales, represents 21 commercial classical music stations on a national spot basis.

Cleary said advertising expenditures for the first half of 1986 are off by 1% to 2% from the comparable period a year ago. "But I consider that performance an enormous victory compared to the rest of the national spot radio sales field," he said. Cleary noted that the third and fourth quarters "don't look any better" than the first two quarters. There has not been a large amount of ad dollars coming from the company's traditional advertising categories: airlines, foreign automotive and high-tech companies and financial services, Cleary said.

It would seem to be a tough year in which to launch a new rep firm, but Interep's Durpetti & Associates, which opened for business last January, has surpassed its goal for the year, with four more months to add icing to the cake. So far, it has billed $28 million, according to company president Tony Durpetti. The company's initial goal was to bill $25 million the first year. The Interep subsidiary is now in 30 markets. "We got lucky," said Durpetti last week. He said the company acquired the business of some station groups (in whole or part) that made the difference, including Golden West, Sandusky, Southern Star, Affiliated, Bonneville and Sconnix.

The unwired spot networks are said to be holding on to about 10% of the total spot radio market. According to Bob Lions, the general manager of two unwired networks, Supernet and the Blair Radio Network, the unwired network marketplace is up between 10% and 15% in 1986. Supernet is a group of stations that run spots sold by Eastman, Torbet and Masla. Blair Radio Network is a similar arrangement with Blair, Select and CBS Radio Representatives. The Katz Radio Group companies also sell in an unwired network, as do the Interep companies (McGavren Guild, Durpetti & Associates, Hillier/Newmark/Wechsler & Howard, Weiss & Powell and Major Market Radio). Many clients new to radio prefer to test the waters with an unwired network, said Lions, because it is easier for the buyers to place spots. "The unwireds are a tool to buy spot," he said.

Other estimates of the unwired network performance weren't quite as rosy. Butrum of Eastman reported that, according to his calculations, unwired network business over all was down more than 10% for the first half of the year. He said, however, that it was looking "very active" in recent weeks and may be poised for a turnaround in the second half.

Hulleberg said the Interep network (Internet) is doing slightly better than the main spot market and that MG's business in the network was about 8% ahead of last year. The agencies prefer it, she said, "because the reps take care of all the paperwork."

Swetz of the Katz Group said its unwired network was down about 10% so far this year. He estimated that the unwired network market accounted for perhaps 12% or 13% of the overall spot market, or $40 million or more for the first five months of the year. □

Everything old is new again in radio

Stations of varying formats, from rock to adult contemporary, are looking to music of the past for inspiration and audiences

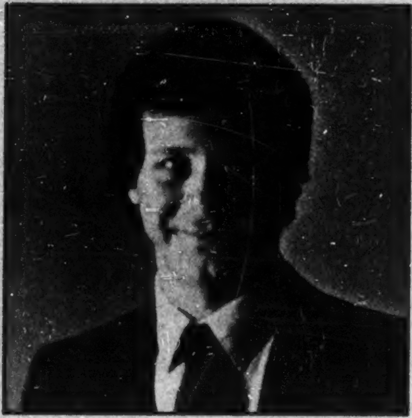
Unlike three years ago when contemporary music stations began jumping on the top 40 bandwagon that emphasizes current hit songs, music programing on radio today is, for the most part, taking a different route by stressing oldies and past album-oriented-rock (AOR) songs. The trend has also given birth to a new format category, classic rock.

This latest format movement is most noticeable among established AOR stations, which at one time were breeding grounds for new acts. Now the weekly playlists for many medium- and major-market AOR outlets contain from 60% to 70% of the album rock selections of 1964 through 1972. Some AOR stations today prefer to describe their format as rock 'n' roll rather than AOR. Industry executives see the rock oldies trend as a relatively safe way to attract the 25-44-year-old "baby-boom" generation that grew up on the music, a desirable advertising target. Jeff Pollack, a radio programing consultant based in Pacific Palisades, Calif., said radio's new focus on oldies is a reflection of today's culture. "The nostalgia craze runs deep into every part of American life. Traditional values and good times are back," he said.

Several stations of varying formats are switching to a classic rock format, said Neil Sargent, senior vice president of the Programing Consultant, formerly TM Programing. Metroplex moved WPKE(FM) Washington from country to classic rock in January, changed the calls to WCXR-FM and finished with a 5.3 12-plus metro share in the new spring Arbitron, fifth highest in the market. The station had a 1.9 last fall.

Still other stations are adopting more of a "pure" oldies format that derives its music from the rock 'n' roll hits of the late 1950's through the early 1970's, with a primary focus on the music of the 1960's. The oldies format has also become a new alternative for stations foundering on the AM band.

Joe McCoy, program director for WCBS(FM) New York, one of the country's oldest oldies stations, said the format provides the 25-to-44-year-old audience "with a



Pollack

lot of good memories" and the personalities come across as "having a lot of fun" playing the music. WCBS has had the format since 1972.

A much more recent convert to the format is KOFY(AM) San Mateo, Calif., a 1,000 watt daytimer recently acquired by Jim Gabbert, president of the National Radio Broadcasters Association in the 1970's. The station adopted the oldies format in March after being off the air for two months, and it registered a 1.8 12-plus metro share in the just released spring Arbitron book for San Francisco. "That's not bad for a new station," said Gabbert. But Gabbert attributed the station's newly-found success to the presentation of the format as much as the format itself. "We never play more than two records in a row and we are very personality-oriented," he said.

Radio's interest in oldies this year is underscored by the launch of two new 24-hour format networks: Satellite Music Network's "Pure Gold" and Transtar Radio Networks' "The Oldies Channel." Additionally, the Programing Consultant, formerly TM Programing, launched an oldies music library service last year called "Goldpics," and Drake-Chenault Enterprises premiered a similar library service last April, entitled "Goldmine." Drake-Chenault is also looking at creating a "classic black" format featuring the hits from the "Motown era" of the 1960's, according to D-C President Denny Adkins.

Other new programing developments include: NBC Radio's *Soupy Sales' Moldie Oldies Show*, and the expansion by CBS's RadioRadio network of its *Rock Connections* weekly series from a summer run to a year-round schedule.

■

The adult contemporary format, which has traditionally been somewhat oldies-based, continues to splinter into different segments with an increasing number of stations adding more oldies or "classic" hits to the playlist than during any time in the past.

Kent Burkhart, charirman of Burkhart/Abrams/Douglas & Associates, Atlanta,

Sargent

said there are five variations of the FM adult contemporary format designed for different demographic groups: 25-to-35-year-old females; 24-to-39-year-old females; 24-to-39-year-old male/female mix; 25-to-49-year-old females, and 35-to-49-year-old females. "Eighty percent of the music is the same with the rest adjusted to meet the station's particular programing niche in the market," said Burkhart. (For AM stations, Burkhart sees a more mature 35-plus adult contemporary/MOR sound.)

Burkhart said the current "mass move" by stations to the broadly-based adult contemporary area should continue over the next year because the formats have "established target demographics that are attractive to timebuyers." But to distinguish one adult contemporary station from another in the same market, Burkhart said, these stations need to engage in "heavy" outside marketing using billboards, television commercials and direct mail. This is mandatory for today's adult contemporary station."

The most popular adult contemporary format being programed over the past year is the so-called "lite" contemporary version, which bases its sound on "familiar" pop contemporary artists such as Neil Diamond and Johnny Mathis. It is primarily geared for a 35-to-49-year-old female audience. One of the most successful formats of this genre is Transtar's "Format 41," which is airing on several medium and major market stations

Burkhart

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including KIQQ(FM) Los Angeles.

Soft contemporary isn't new, but it just might be the new easy listening format for today's listener, said Jeff Mathieu, a radio programing consultant based in Edgewater, N.J., who consults Kalamusic, an easy listening program supplier headquartered in Kalamazoo, Mich.

But soft contemporary is facing a "long-term" identity crisis because any station can program the format, Mathieu said. "It [soft contemporary] needs a hook.... The format has very limited music material and its heavy dose of familiar vocals could be a burn-out factor."

For soft contemporary to succeed, said Mathieu, it needs to be programed like a background service, the same as easy listening, said Mathieu.

Mathieu said easy listening "has to remain instrumental to keep its identity.... Easy listening programers have to realize" their audience is 35-plus.

Bert Wahlen, vice president/FM stations, Group W Radio, which programs easy listening on five of its six stations, concurs with Mathieu in that easy listening outlets need to remain mostly instrumental, "especially if it's the only [easy listening] station in the market." For the Group W stations, which subscribe to Bonneville Broadcasting System, an easy listening program supplier based in Northbrook, Ill., the instrumental standards have a more "contemporary arrangement," he said. However, for Wahlen and the Group W FM stations, the approach has been more full-service rather than background, which, he said, is better suited for larger markets.

■

While the programing emphasis for many contemporary music stations this year has swung from the current to the past, the contemporary hit radio format, which relies on a heavy rotation of current singles, continues to remain a popular programing vehicle because, in the words of one executive, "CHR reflects current taste and trends in the country." CHR, according to Metroplex President Norman Wain, "will always have its ups and downs, but it's still the basic format in radio."

The number of stations programing the format, however, has dropped slightly from a year ago. According to the Radio Information Center in New York, which tracks radio station format changes, CHR radio stations fell from 855 in July 1985 to 830 last week. This decline, according to some industry executives, may be related to what they see as a lack of new rock music compared to three years ago.

Some CHR stations have opted to travel down the familiar music path with either classic rock or soft contemporary. CBS Radio recently abandoned CHR on its owned FM stations in both Los Angeles and Boston saying that those markets were becoming saturated with contemporary music stations.

In Los Angeles, CBS switched its KKHR(FM) back to "soft rock" and its old calls of KNX-FM while in Boston the move was made to change WHTT(FM) to "quality rock" or as Bob Vanderheyden, vice president and general manager of the station, describes it: "a new kind of album-oriented rock" that draws upon infrequently aired album cuts by many familiar contemporary artists including Jackson Browne, Alan Parsons Project and Fleetwood Mac. WHTT also changed its calls to WMRQ.

Vanderheyden

Vanderheyden said these two station moves by CBS does not signal a dramatic downward trend for CHR. "We've been adjusting our CHR stations over the years, taking a look at individual market needs," he said. "With adult contemporary stations playing hit music and AOR stations playing hit music, CHR's competitiveness in some markets has leveled off," Vanderheyden said. CBS stations remaining with the CHR format are WCAU-FM Philadelphia, WBBM-FM Chicago and KHTR(FM) St. Louis.

Format tally

As in previous years, country music is the most widely programed format on commercial radio stations, followed by adult contemporary. That's according to data from the Radio Information Center in New York, which regularly tracks format additions and changes from more than 8,000 stations. Country and the broadly based adult contemporary formats, collectively, represent nearly half of all commercial stations. Highlighted below are the top radio formats, in descending order, as of July 1986.

Format	*Number of stations*
Country	*2,291*
Adult contemporary/soft	*2,067*
MOR/nostalgia	*931*
Top 40	*830*
Religious	*486*
Easy listening	*406*
News/talk	*271*
AOR/classic rock	*257*
Variety	*221*
Oldies	*158*
Black	*154*
Spanish	*154*
Urban contemporary	*121*
All news	*43*
Classical	*42*
Ethnic	*28*
Jazz	*13*
Total	*8,473*

One trend developing over the past 12 months among some mainstream CHR stations in large markets is a movement toward adding more "urban" rhythm and blues cross-over artists to the music mix. Still other stations have adopted the "urban CHR" approach, which is proving to be a common attraction for white, black and Hispanic radio listeners. Exemplifying this sound is KPWR(FM) Los Angeles, which finished with a 6.0 12-plus metro share in the spring 1986 Arbitron report. Phil Newmark, KPWR vice president and general manager, noted that the station does not play any "rap records" or "hard rock" songs.

Another station pulling good ratings in the format is WAPE(FM) Jacksonville, Fla., which landed a 21.9 overall 12-plus share in the May/June Birch report. Burkhart, who consults the Jacksonville outlet, projects strong growth for the "urban CHR" format in the next year due to the popularity of many black artists. But Burkhart cautioned that "what works in Los Angeles may not work in Miami."

"Top 40 radio is slanting more urban because of the availability of more current singles," said Larry Berger, program director for Capital Cities/ABC's WPLJ(FM) New York.

■

Urban contemporary takes on two other forms in addition to the hybrid "urban/CHR" sound, said Burkhart. These he categorized as "black urban" and "Hispanic urban." Both may include some of today's new rap music artists.

■

In country, the issue of whether a "modern" approach to the format is more successful than a "traditional" one (BROADCASTING, March 17) continues to be debated. However, radio programers canvassed by BROADCASTING last week said country stations seem to be airing more traditional country artists. "Stations are more careful about cross-over material," said Pollack. And Sargent added that "country oldies may become a trend for next year."

■

As for the big band/MOR format, Al Ham,

president of Al Ham Productions, creator of "Music of Your Life," said the audience for the format, which is primarily 45-plus, should remain strong for at least another 10 years. "This audience is being rapidly discovered by the media," said Ham. "They make up the greater part of the viewing audience for such shows as *Murder, She Wrote*, *60 Minutes* and *The Cosby Show*.

Ham said he doesn't like to use the term "nostalgia" in describing the big band/MOR sound. "It's a quality of music that attracts a vast audience that has become musically disenfranchised over the past 25 years. The music has withstood the test of time, embracing more than just one generation," said Ham. He cited the popularity of Frank Sinatra's "New York, New York" among young adults, saying the record is in the same genre as other MOYL selections.

■

On the classical music front, Peter J. Cleary, president of Concert Music Broadcasting Inc., which is composed of three subsidiaries: Concert Music Broadcast Sales, Concert Music Network and Concert Music Satellite Services, sees more commercial radio stations, both AM and FM, using classical music in the coming year as an "alternative" format. "The [commercial] broadcast community is realizing that you can make money operating classical music stations, especially with the development of new turnkey operations," said Cleary.

The CBM executive was referring to operations such as WFMT(FM) Chicago's new "Beethoven Network," which will offer stations (both commercial and noncommercial) six hours of classical music from midnight to 6 a.m. beginning today (July 28).

WFMT President Ray Nordstrand said the time is right for a service like the "Beethoven Network" because commercial classical music stations "are much more driven by profits today due to the increasing value placed upon radio properties."

What's the appeal of classical music for advertisers? According to Nordstrand, classical "is the one format that cuts across all age groups while attracting upscale demographics."

■

Nordstrand

Cody

Jazz heightened its presence on radio in 1986 with many adult contemporary and AOR stations adding jazz blocks to their weekend schedules. "I'm excited about the popularity of jazz," said Frank Cody, director of programing for NBC Radio Entertainment and the Source, NBC's young adult network. He noted that NBC's two-hour, weekly jazz broadcast, *The Jazz Show With David Sanborn*, which was launched earlier this year, has already surpassed clearance projections, reaching the 100-station mark this month. Breaking down the subscribing stations by formats, Cody said that 55% of

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the outlets clearing the broadcast are AOR stations, 20% adult contemporary, 20% contemporary hit radio and 5% jazz.

As with classical music, jazz is viewed by some executives as yet another format alternative for commercial broadcasters. To that end, KKGO(FM) Los Angeles is preparing to launch a 24-hour, satellite-delivered jazz service later this year (BROADCASTING, July 7.)

Meanwhile, some radio programing executives are predicting that "new age" music, which has an instrumental jazz orientation, will be the next major new format craze. Lee Abrams, partner with Burkhart/Abrams/Douglas and one of the major proponents of new age music for radio, said a full-time format would attract listeners who "like rock, but want to relax. And they are not typically adult contemporary or easy listening listeners." He noted that many major record companies, such as RCA, are adding new age labels. Some new age artists, said Abrams, are: George Winston, Shadowfax and Jerry Goodman. "It reminds me of progressive rock in 1967—little awareness, but then it took off," Abrams said.

He said the new age format should be structured for FM stations, similar to the way easy listening is programed. But he warned that new age music should not be added randomly as part of the music mix for adult contemporary or album-rock stations.

Sargent added that his company is examining the possibility of launching a new age format that would target listeners whose median age is 35. "As the adult contemporary format matures, radio station programers will be looking for new ways to span the scope of their audiences. This [new age/instrumental jazz] could be the next logical choice." ☐

Emphasis on preemphasis in standards report

Radio committee works to establish guidelines on high frequencies for AM sound improvement; also getting attention: work on interference issues

An all-industry effort to improve the quality of AM radio's high audio frequency reception has taken a major step forward with the tentative selection of technical standards paving the way for the medium's evolution to better sound.

The preliminary standards, selected by a subgroup of the umbrella National Radio Systems Committee (NRSC) at a meeting in Washington, would establish to what extent a station should boost the high frequencies of its signal before transmission, an already common practice known as preemphasis, as well as radio receivers' complementary roll-off to restore flat frequency response, known as deemphasis.

While a potential sticking point remains over whether AM's should also limit bandwidth to reduce adjacent channel interference with other stations, participants in the work say the establishment of the standards could provide radio manufacturers a more consistent medium on which to design improved wideband AM receivers, and in turn give broadcasters more uniform receivers against which to gauge and improve their sound.

The group is considering a preemphasis-deemphasis curve similar to that used in FM broadcasting (75 microsecond), but slightly modified to reduce spectrum transmitted above 10 khz, part of the related effort to limit interference. Alternative curves, such as a dual 50-microsecond proposal which would have provided more apparent improvement for narrowband radios, and a more conservative 50-ms-curve proposal that would result in less improvement for existing receivers but maintain a less processed sound for new wideband radios, have been set aside by proponents of the compromise, according to committee members.

The current standards proposal will be forwarded by the standards subgroup to the full NRSC by September and pending approval will be presented to broadcasters and AM receiver and equipment manufacturers for a proposed 90-day comment period. Formal industry approval could come as early as the beginning of 1987.

"We're very close to making that our proposal," said subgroup chairman John Marino, vice president, engineering, Katz Broadcasting. "It looks like [the standard] is agreeable to broadcasters and receiver manufacturers...75 microseconds is a very good compromise."

Committee member Norm Parker of Motorola said that while selection of the standard was "not going to solve all problems, I am encouraged by the fact this is the first time we've had a dialogue between broadcasters and receiver manufacturers in a noncombative atmosphere."

Explaining the usefulness of a standard was E. Glynn Walden, engineering manager for AM stations, Group W, and NRSC member. "One of the biggest problems for AM broadcast engineers in trying to improve their sound is in making adjustments to sound better," he said. "Most tailor the audio to some imaginary radio which doesn't exist. We don't have a standard to shoot for, as do FM broadcasters...If we put a [standard] wideband 75 ms radio in the car of every general manager, program director and chief engineer, every AM station would be straightened out overnight."

Implementation of standardized preemphasis at the station level is expected to be

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NBC squeaks by with another

NBC won the prime time ratings race for the week ended July 20, but not by much. The scores: NBC, 12.5/23; ABC, 12.2/23 and CBS, 12/23. A year ago the tallies were: NBC, 13.1/25; CBS, 12.3/23, and ABC, 10.6/20. CBS was back on top in the evening news race for the week (July 14-18) with an average 10.3/23. NBC was second with a 9.8/22 and ABC was third with a 9.1/20. A year ago the tallies were: CBS, 10.8/23; ABC, 9.8/21, and NBC, 9/20. The level of homes using television for the week averaged 53.1%, compared to 52.9% a year ago.

As usual, NBC's *Cosby* and *Family Ties* came in first and second, respectively, in the program rankings for the week. ABC's telecast of the Major League Baseball All Star Game on Tuesday, July 15, placed fourth with a 20.3/35. Last year the game ranked first with a 20.5/36, but that was before *Cosby* started taking about a 50 share of the audience each week. Last week a *Cosby* rerun got a 25.6/50. After countless runs on broadcast and cable television, not to mention home video, the 1975 theatrical hit, "Jaws" proved last week that it can still draw a television audience. It ranked 15th as ABC's *Sunday Night Movie* with an average 15.2/27. *West 57th* continued to climb, averaging a 10.5/20 for the 11th broadcast of a 13-week run this summer. NBC's 1986 was pre-empted by part three of the mini-series rerun, *Celebrity*, on Tuesday, July 15. NBC won three nights during the week—Thursday, Friday and Saturday—and tied ABC for first on Wednesday. ABC took Monday and Tuesday, and CBS was the winner for Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.6/50
2.	Family Ties	NBC	23.7/44
3.	Cheers	NBC	20.5/37
4.	MLB's All Star game	ABC	20.3/35
5.	Night Court	NBC	18.8/33
6.	Golden Girls	NBC	18.4/36
7.	Murder, She Wrote	CBS	17.7/34
8.	Me & Mrs.C.	NBC	16.6/34
9.	1 Cooks, The Other Doesn't	CBS	16.3/28
10.	All Star Pre-Game	ABC	16.2/32
11.	Kate & Allie	CBS	15.9/27
12.	Newhart	CBS	15.9/28
13.	60 Minutes	CBS	15.5/32
14.	Magnum P.I.	CBS	15.4/26
15.	Jaws	ABC	15.2/27
16.	20/20	ABC	14.5/26
17.	Miami Vice	NBC	14.0/28
18.	The Dollmaker	ABC	14.0/24
19.	You Again	NBC	13.8/25
20.	Crazy Dan	NBC	13.6/29
21.	Gimme A Break	NBC	13.4/25
22.	Cagney & Lacey	CBS	13.3/23
23.	Equalizer	CBS	13.3/23
24.	Stingray	NBC	13.0/25
25.	Silence of the Heart	CBS	12.9/23
26.	MacGyver	ABC	12.7/25
27.	Valerie	NBC	12.5/24
28.	Scarecrow & Mrs.King	CBS	12.3/23
29.	Flight 90: Disaster on the Potomac	NBC	12.1/21
30.	Hardcastle & McCormick	ABC	12.0/22
31.	Hill Street Blues	NBC	11.9/21
32.	Highway to Heaven	NBC	11.7/23
33.	Celebrity, Part 3	NBC	11.7/20
34	She's With Me	NBC	11.6/26
35.	Simon & Simon	CBS	11.4/21
36.	Mr. Belvedere	ABC	11.2/24
37.	Hotel	ABC	11.2/22
38.	Webster	ABC	10.7/24
39.	St. Elsewhere	NBC	10.7/21
40.	The Thing	CBS	10.6/21
41.	West 57th	CBS	10.5/20
42.	A-Team	NBC	10.5/19
43.	Facts of Life	NBC	10.4/24
44.	Celebrity, pt. 2	NBC	10.3/17
45.	Donald Duck Quacks Up	ABC	10.2/21
46.	Chameleon	ABC	9.8/19
47.	Love Boat	ABC	9.7/19
48.	Amazing Stories	NBC	9.7/18
49.	Maggie	CBS	9.4/21
50.	Mr. Sunshine	ABC	9.3/19
51.	Knight Rider	NBC	9.1/20
52.	Twilight Zone	CBS	9.0/20
53.	Airwolf	CBS	8.6/16
54.	Foley Square	CBS	8.2/16
55.	High Anxiety	CBS	7.9/17
56.	When She Says No	ABC	7.9/17
57.	Crazy Like a Fox	CBS	7.7/15
58.	Alfred Hitchcock Presents	NBC	7.7/15
59.	Charlie & Co.	CBS	7.2/14
60.	Punky Brewster	NBC	7.0/14
61.	Benson	ABC	6.9/15
62.	Silver Spoons	NBC	6.2/13
63.	Diff'rent Strokes	ABC	5.9/13
64.	Ripley's Believe It or Not	ABC	5.0/9
65.	The Colbys	ABC	4.8/9

losing some 12-plus audience: WABC(AM) dropped from a 2.8 in the winter report to a 2.6, while WMCA(AM) slipped from a 1.0 to a 0.9 over the same period.

Other 12-plus share finishes: MOR/big band WNEW(AM) 2.7, Spanish-language WADO(AM) 1.8, classical WQXR-AM-FM, celebrating its 50th year on the air, 1.7, and classical WNCN(FM) 1.2.

Los Angeles

KABC's rise from a 6.1 to a 7.0 and first place was due, in part, to the station's coverage of Los Angeles Dodgers baseball as well as a seven-week direct mail and on-air mystery promotion.

However, most of talk in the southern California radio market centered on the ratings success of KPWR(FM), which overtook KIIS(FM) with a new contemporary hit/urban dance format. KPWR, which switched from adult contemporary under the call of KMGG at the start of the winter rating sweeps last January, scored a 6.0 12-plus share, up from 4.4 in the winter. Last fall, the station registered a meager 1.8 share.

Phil Newmark, vice president and general manager of KPWR, broke down the music categories that compose the station's playlist this way: 40% based on the contemporary hit or top 40 charts, 35% from the rhythm and blues charts and 25% featuring local artists. The programing is described as a "coalition format" appealing to white, black and Hispanic listeners. Many of the CHR artists aired on the station are "cross-over" urban acts. The station plays no "rap music" or "hard rock," said Newmark.

KIIS released a statement last week saying that when the FM station is combined with co-owned contemporary hit KIIS(AM), which simulcasts all of the FM broadcast, the combined 12-plus share total for the outlets comes to 6.3, ahead of all other music stations in the market. Arbitron, however, said KIIS(AM) did not meet the company's current simulcast requirements to be listed together with its FM counterpart prior to the survey period and, therefore, is listed separately. KIIS was followed by easy listening outlets, KJOI(FM) (5.2) and KBIG(FM) (4.3), and "soft" contemporary KOST(FM) (4.2). Continuing its strong performance was KROQ-FM's "Rock of the 80's" format, a hybrid CHR/album-rock sound. The station finished with a 3.8 overall share.

The market's leading album-oriented-rock station in the new spring report was KLOS(FM), which captured a 3.4 overall share. Meanwhile, KLOS's cross-town rival, KMET(FM), fell from a 3.2 in the winter report to a 2.2. In Los Angeles's all-news radio race, KFWB(AM) scored a 3.7 12-plus share, up from 3.3 last winter, beating KNX(AM), which had a 3.3.

Among the other 12-plus finishes: KIQQ(FM), which programs Transtar's "Format 41" adult contemporary service, scored a 2.9, down from a 3.9 in the winter book; big band/MOR KMPC(AM) had a 3.0, up from a 2.9; oldies KRTH(FM) had a 3.5, down from a 3.7; Spanish-language KTNQ(FM) scored a 2.7, up from a 2.2; country KZLA(FM) scored a 2.5, up from a 1.9, and contemporary hit KKHR(FM) had a 1.8, up from 1.6. (KKHR, however, switched to soft rock last month under the calls of KNX-FM.)

EXPERIENCED.

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- **WTNE(AM)-WLOT(FM) Trenton, Tenn.** (AM: 1500 khz; 250 w-D; FM: 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mack L. Hale to Trenton Broadcasting Co. for $340,000. Seller has no other broadcast interests. Buyer is owned by Carlton Viers, Lyle Reid and Velma Hodges, and also owns WBHT(AM)-WTBG(FM) Brownsville, Tenn. Filed July 16.
- **KLSR-AM-FM Memphis, Tex.** (AM: 1130 khz; 1 kw-D; FM: 105.3 mhz; 100 kw; HAAT: 105 ft.)—Seeks assignment of license from James A. Giesecke to Harold J. Davis for $78,348.49. Seller and buyer have no other broadcast interests. Filed July 15.
- **WMON(AM) Montgomery, W.Va.** (1340 khz; 1 kw-U)—Seeks assignment of license from Greater Montgomery Broadcasters Inc. to Upper Kanawha Valley Broadcasters for $35,000. Seller is owned by Robert B. Harvitt, who also has interest in WBTH(AM)-WXCC(FM) Williamson, WMMN(AM) Fairmont, W.Va., and WQTY-AM-FM Linton, Ind. Buyer is principally owned by Arthur Clark. It has no other broadcast interests. Filed July 11.
- **KOWY(TV) Lander, KWWY(TV) Rock Springs and KCWY-TV Casper, all Wyoming** (KOWY: ch. 5; CBS; ERP vis. 100 kw, aur. 10 kw; HAAT: 272 ft.; KWWY: ch. 13; CBS; ERP vis. 10 kw, aur. 1 kw; HAAT: minus 60 ft.; KCWY-TV: ch. 14; CBS; ERP vis. 1,456 kw, aur. 146 kw; HAAT: 1,887 ft.)—Seeks assignment of license from Rocky Mountain Communications Network Inc. to Stauffer Communications for $3.5 million. Seller is principally owned by Daniel M. Burke, M. Joseph Burke, Henry Ort and Franklin Brown. It has no other broadcast interests. Buyer is Topeka, Kan.-based group of four AM's, three FM's and six TV's principally owned by Stanley H. Stauffer and family. It publishes 21 daily newspapers in eight states, plus magazines including *Grit*. It also has cable interests in Texas and owns four Kansas specialty networks. Filed July 10.

New Stations

AM

- **Lawrenceburg, Tenn.**—Prospect Communications seeks 590 khz; 750 w-D. Address: Route 5, 38464. Principal is owned by Roger W. Wright, who owns WLLX-FM Minor Hill, Tenn. Filed July 3.
- **Steilacoom, Wash.**—Master Broadcasting Inc. seeks 1480 khz; 1 kw-D. Address: P.O. Box 489, 98399. Principal is owned by Lawrence E. Adams and Gregg D. Neilson. It also owns CP for new AM in Tumwater, Wash. Filed July 16.

FM's

- ***Hornsby, Tex.**—Texas Educational Broadcasting Cooperative Inc. seeks 91.7 mhz; 3 kw; HAAT: 291.9 ft. Address: Rt. 1, Box 15A, Manor, Texas 78653. Principal is nonprofit corporation headed by Michelle L. Bensenberg, president. Filed July 8.
- **Statesboro, Ga.**—Nanette Markunas seeks 102.9 mhz; 3 kw; HAAT: 266 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal has no other broadcast interests. Filed July 7.
- **Bedford, N.H.**—Taylor Broadcasting Inc. seeks 96.5 mhz; 3 kw; HAAT: 327 ft. Address: 117 Amble Rd., Chelmsford, Mass. 01824. Principal is owned by Richard E. Taylor and his wife, Edith. It has no other broadcast interests. Filed July 14.

TV's

- **Eugene, Ore.**—Telecasters of Eugene Inc. seeks ch. 34; ERP vis. 4,441 kw, aur. 444 kw; HAAT: 1,049 ft. ant. height above ground: 400 ft. Address: 2624 College Ave., Modesto, Calif. 95350. Principal is owned by Raul Palazuelos and his wife, Consuelo. It has no other broadcast interests. Filed July 11.

Facilities Changes

Applications

AM's

Tendered

- **KNEW** (910 khz) Oakland, Calif.—Seeks CP to operate experimental synchronous AM station at Antioch, Calif., simultaneously with Oakland, Calif., facility on same freq., 910 khz, with 3 kw, night. App. July 15.
- **WDFB** (1170 khz) Junction City, Ky.—Seeks CP to increase power to 1 kw. App. July 16.
- **WTRI** (1520 khz) Brunswick, Md.—Seeks CP to change day power to 9.3 kw and install DA-D. App. July 16.
- **WSPC** (1140 khz) St. Paul, Va.—Seeks CP to increase day power to 2.5 kw. App. July 15.
- **KASY** (1210 khz) Auburn, Wash.—Seeks CP to change city of lic. to Auburn-Federal Way, Wash.; increase night power to 10 kw; install DA-2, and make changes in ant. sys. App. July 15.

Accepted

- **KNCR** (1090 khz) Fortuna, Calif.—Seeks CP to make changes in ant. sys. App. July 18.
- **WMPC** (1230 khz) Lapeer, Mich.—Seeks CP to increase night power to 1 kw. App. July 16.
- **WCOG** (1430 khz) Ridgeland, S.C.—Seeks MP to change TL. App. July 16.

FM's

Tendered

- ***KBSU** (91.3 mhz) Boise, Idaho—Seeks CP to change freq. to 90.3 mhz; change ERP to 31.6 kw, and change HAAT to 2,637.12 ft. App. July 15.

Accepted

- **KOOL-FM** (94.5 mhz) Phoenix—Seeks CP to install aux. sys. App. July 18.
- **KCFM** (98.3 mhz) Chester, Calif.—Seeks mod. of CP to change TL; change ERP to 25.2 kw, and change HAAT to 2,555.12 ft. App. July 21.
- **KSUR** (99.5 mhz) Greenfield, Calif.—Seeks CP to install aux. ant. sys. App. July 15.
- **KKGO** (105.1 mhz) Los Angeles—Seeks CP to install aux. system. App. July 16.
- ***KOJC** (89.7 mhz) Cedar Rapids, Iowa—Seeks mod. of CP to change TL; change ERP to .21 kw, and change HAAT to 86.92 ft. App. July 15.
- ***WOUI** (88.9 mhz) Chicago—Seeks CP to change TL. App. July 15.
- ***KEMC** (91.7 mhz) Billings, Mont.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 516.93 ft. App. July 15.
- ***WAUP** (88.1 mhz) Akron, Ohio—Seeks CP to change DA pattern. App. July 15.
- **KWEN** (95.5 mhz) Tulsa, Okla.—Seeks CP to install aux. sys. App. July 16.
- **WWZW** (95.3 mhz) Bellefonte, Pa.—Seeks mod. of CP to move SL outside community of lic. App. July 21.
- ***WRTI** (90.1 mhz) Philadelphia—Seeks CP to change TL; change ERP to 13.96 kw, and change HAAT to 934.14 ft. App. July 15.
- ***KESD** (88.3 mhz) Brookings, S.D.—Seeks CP to change ERP to 51.25 kw and change HAAT to 623.86 ft.

TV's

Accepted

- **KREB-TV** (ch. 38) Seaford, Del.—Seeks MP to change ERP to vis. 2,880 kw, aur. 288 kw; change HAAT to 2,001 ft., and change TL. App. July 21.
- **WJKS** (ch. 17) Jacksonville, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 991.22 ft. App. July 18.
- **WANE-TV** (ch. 15) Fort Wayne, Ind.—Seeks CP to change ERP to vis. 1,114 kw, aur. 111 kw. App. July 21.
- **WGOT** (ch. 60) Merrimack, N.H.—Seeks MP to change ERP to vis. 1,403 kw, aur. 140 kw; change HAAT to 1,011 ft., and change TL. App. July 18.

Actions

AM's

- **WKLU** (920 khz) Midway, Ky.—Dismissed app. to change TL. Action July 9.
- **WCBX** (1130 khz) Eden, N.C.—Granted app. to change freq. to 830 khz; add night service with 1 kw; install DA-N, and make changes in ant. sys. Action July 9.
- **KMJY** (700 khz) Newport, Wash.—Granted app. to change TL. Action July 11.

FM's

- **KDEJ** (97.3 mhz) Anchorage—Granted app. to change TL and change HAAT to 593 ft. Action July 10.
- **KYXI** (100.9 mhz) Yuma, Ariz.—Granted app. to change TL; change HAAT to 1,075.84 ft., and make changes in ant. sys. Action July 14.
- **KUTE** (101.9 mhz) Glendale, Calif.—Returned app. to change TL; change ERP to 27.9 kw, and change HAAT to 660.92 ft. Action July 11.
- **KLVE** (107.5 mhz) Los Angeles—Granted app. to change ERP to 27.9 kw and change HAAT to 3,000 ft. Action July 7.
- ***KSGN** (89.7 mhz) Riverside, Calif.—Granted app. to install aux. sys. Action July 9.
- ***KVCR** (91.9 mhz) San Bernardino, Calif.—Granted app. to change ERP to 90 kw; change TL, and change HAAT to 1,620.32 ft. Action July 14.
- **WGAB** (1550 khz) Bloomfield, Conn.—Denied app. to retain SL at 630 Oakwood Avenue West, Hartford, Conn. Action July 8.
- **KWKH-FM** (94.5 mhz) Shreveport, La.—Granted app. to change TL and change HAAT to 1,107.4 ft. Action July 9.
- **WWGT** (97.9 mhz) Portland, Me.—Granted app. to change TL; change ERP to 16 kw, and change HAAT to 889.21 ft. Action July 10.
- **WOCQ** (103.9 mhz) Berlin, Md.—Granted app. to install new ant. Action July 10.
- **WFLC** (102.3 mhz) Canadaigua, N.Y.—Granted app. to change TL. Action July 10.
- ***WVCR-FM** (88.3 mhz) Loudonville, N.Y.—Returned app. to change ERP to 2 kw. Action July 11.
- **WPCM** (101.1 mhz) Burlington, N.C.—Granted app. to change TL and change HAAT to 1,189.98 ft. Action July 10.
- **WRDX** (106.5 mhz) Salisbury, N.C.—Granted app. to change TL. Action July 10.
- **WAYZ-FM** (101.5 mhz) Waynesboro, Pa.—Granted app. to change TL; change ERP to 50 kw; change HAAT to 230 ft., and install DA. Action July 8.
- **KLIO-FM** (107.1 mhz) Bastrop, Tex.—Granted app. to change TL. Action July 9.
- **KAND-FM** (107.9 mhz) Corsicana, Tex.—Granted app. to change TL and change HAAT to 841.65 ft. Action July 9.
- **KLTG** (100.3 mhz) Lamesa, Tex.—Granted app. to change TL and change HAAT to 1,000 ft. Action July 8.
- **KVIC** (95.1 mhz) Victoria, Tex.—Granted app. to change ERP to 100 kw. Action July 11.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,956
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

The Fifth Estate

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FOOTBALL '86

Vol. 111 No. 5

Broadcasting Aug 4

Final days of must carry maneuvering
TV voted into the Senate
Special Report: Football '86

DOWN TO THE WIRE □ FCC to act on must carry on Thursday. Consensus begins to form with topics of discussions including five-year sunset, 12-month grace period for new stations and one public television station per system. **PAGE 39.**

CAMERA INCLUSION □ Senate votes for permanent coverage of chamber with television cameras. **PAGE 40.**

NEXT VISTA □ At confirmation hearing for chief justice, William Rehnquist says he would consider cameras in the Supreme Court if they were not disruptive. **PAGE 41.**

SCRAMBLED VOICES □ Cable called to task during Senate Commerce Committee hearing on scrambling issue. **PAGE 42.**

LINED UP □ Fox Broadcasting details lineup of stations covering 80% of the country that will carry its programing. **PAGE 44.**

AM COMMENTS □ Broadcasters file comments at FCC on its AM improvement report. **PAGE 45.**

PIGSKIN PREVIEW □ Annual broadcast and cable rights payments for college and professional football this year will be $570 million. Networks are in final year of five-year pact with NFL. College syndicators falling by the wayside as conferences and bowl committees look for other ways to support games. **PAGE 53.**

SEPARATE MINDS □ Intelsat director general at odds with U.S. position on separate satellite systems. **PAGE 64.**

DISCHARGE PETITION □ House Republican launches drive to bring back scrambling legislation. **PAGE 68.**

RKO REQUEST □ RKO General asks commission to reject arguments by those attempting to block WOR-TV sale to MCA. **PAGE 69.**

ACQUISITION MINDED □ Tele-Communications Inc. now owns a piece of 10 of the top 100 MSO's and has moved into program ownership arena. **PAGE 70.**

DISSOLVED □ Long-time Washington communications law firm, McKenna, Wilkinson & Kittner, to close shop on Jan. 1. **PAGE 74.**

COUNTEROFFENSIVE □ CBS News responds to article in *The New Yorker* on Vietnam documentary. **PAGE 78.**

FUTURE LOOK □ Developments under way at Comsat Labs include flat antennas and HDTV transmission compression. **PAGE 81.**

BIG PICTURE □ Syndicast's Len Koch is taking his company beyond barter syndication and into "all areas of the business." **PAGE 103.**

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Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191

Oct. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 27—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360

Oct. 28—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000

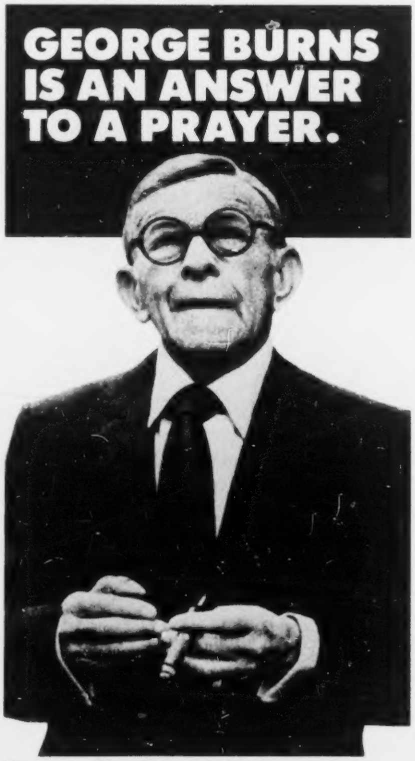
Oct. 29-30—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977

November

Nov. 3-5—Electronic Imaging '86, conference and exhibit, featuring computer graphics, fiber optics and high-definition TV Sponsored by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (617) 267-9425

Nov. 3-7—London Market for TV film, home video, cable and satellite. Gloucester hotel, London. Information: (212) 593-2258

Nov. 6—*Women in Cable, San Francisco chapter*, meeting. Topic: employe relations, EEO. Blue Dolphin restaurant, San Leandro, Calif.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Nov. 12—*Ohio Association of Broadcasters* financial managers meeting. Embassy Suites, Columbus, Ohio.

■ **Nov. 12-14**—*Magnavox* mobile training seminar for cable. Orlando Marriott, Orlando, Fla. Information: (800) 448-5171, extension 389

Nov. 12-15—International Women's Media Conference. National Press Club, Washington. Information: (202) 223-0030

Nov. 13—*Association of National Advertisers* promotion management workshop. New York Hilton, New York.

Nov. 13-15—Broadcast sales training seminar, "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*. Century Plaza, Los Angeles.

Nov. 13-15—17th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207

Nov. 13-16—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Nov. 14-16—Second annual Women in Film Festival, co-sponsored by *Women in Film* and *California First Bank*. Directors Guild of America, Los Angeles.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles.

Nov. 18—*Association of National Advertisers* research workshop. Plaza hotel, New York.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting. Westward Look Resort, Tucson, Ariz.

Errata

Selma, Ala. (210), market was **omitted** by NBC **from chart of Arbitron May sweeps figures** published in BROADCASTING's July 21 issue. Additionally, chart indicated there is CBS affiliate in Montgomery, Ala., where there is none; signal of Selma CBS affiliate reaches Montgomery market, and Arbitron will fold Selma ADI into Montgomery ADI beginning with November sweeps. Correct market figures for two markets should read:

Market	*ABC*	*CBS*	*NBC*
Montgomery (116)	18	—	**61**
Selma, Ala. (210)	—	**25**	—

□

Story on TV network satellite newsgathering in July 14 **"Satellite '86" special report** incorrectly reported on **NBC feed of speech by President Reagan.** Speech was on **July 10 in Dothan, Ala.**, and was handled as national feed **originating from WSFA-TV Montgomery, Ala.**

□

In final paragraph of "CBS O&O's ponder cutbacks in rating services" (July 21), **Hank Yaggi, vice president and director of sales at WUSA-TV Washington, was referring to revenues,** not Arbitron ratings, in quote: "We have a very precise knowledge of where we stand" in Washington market.

□

In July 28 "Radio '86" special report, it was reported that *The Best Years* is **distributed to** 90 stations; correct figure is **190 stations.**

□

NBC News photo credit was omitted from picture of **Captain Midnight** on page 90 of July 28 issue.

Nov. 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

December

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel, Columbus, Ohio.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 18—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January, 1987

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Information: (212) 949-9890

February, 1987

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco.

Feb. 7-10—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

Feb. 16-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—*Howard University's School of Communications'* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

March, 1987

March 25-28—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. New York.

April, 1987

April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 21-27—23d annual *MIP-TV, Marches des International Programes des Television*, international program market. Palais des Festivals, Cannes, France.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

May 1987

May 17-20—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

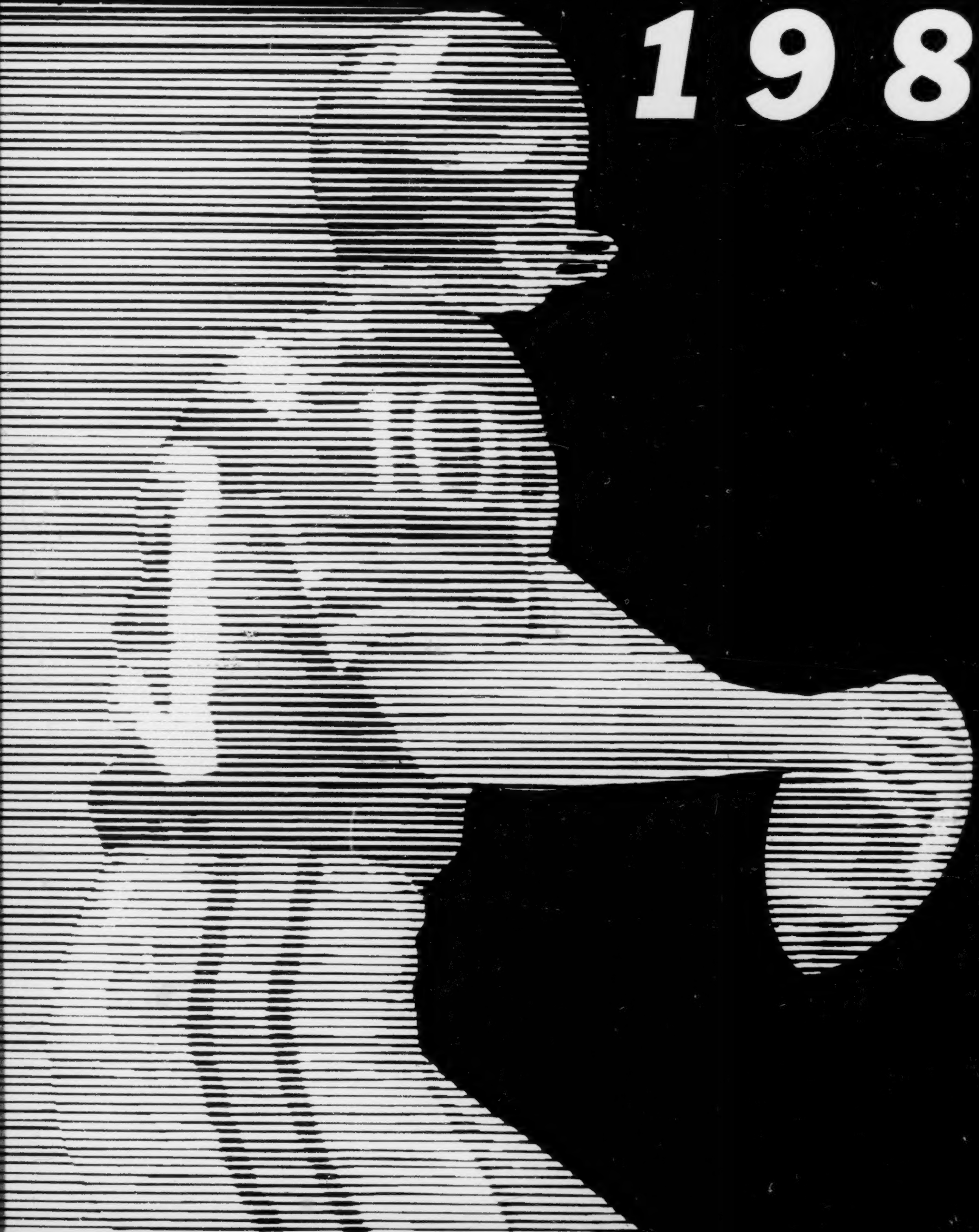
May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 25-28—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

Special Report

FOOTBALL

1986



Football rights hit $570 million in 1986

Broadcasters will spend an estimated $570 million in rights fees for coverage of the 1986-87 professional and college football schedules. That figure represents a 7.5% increase over 1985's total of $530 million paid by broadcast television, radio and cable networks and radio and TV stations.

In the final year of their five-year contracts with the National Football League, the three broadcast TV networks will pay $495 million for the coming season, up 10% from $450 million last year. That breaks down to $175 million for the ABC schedule, $165 million for CBS and $155 million for NBC. Also in the professional rights picture is the United States Football League (also see "Top of the Week"). Should the USFL decide at its Aug. 6 owners meeting to go ahead with a fall schedule, ESPN will pay it $8 million for the rights to its fall games.

Local broadcast outlets will pay $27.7 million for radio and television coverage of the NFL this season. That includes $6.8 million in rights for preseason games on television, a 28% increase over last year's $5.33 million. That rise is in keeping with the 31% jump in rights from 1984-85 to 1985-86. Local radio rights will rise almost 7% this year, from $19.6 million to $20.9 million. Between the 1984-85 season and the 1985-86 season, local radio rights climbed 32%.

ABC's rights fee for College Football Association games will rise $1 million from last year to $16.5 million. CBS's rights for its schedule of Big 10, Pac 10 and Atlantic Coast Conference games will hold at last year's $12 million. ESPN will pay $12 million for its schedule of CFA games. Turner Broadcasting System will carry one prime time and two afternoon packages of Pac 10, Big 10 and Southeastern Conference games for which it will pay $5.5 million, as compared to $7.5 million last year.

TV networks post modest gains in ad rates; cost-cutting is seen at all three; in college games, trend is toward offsetting higher rights fees with corporate sponsors

According to advertising sources, each of the broadcast television networks opened negotiations with the large NFL advertisers asking for unit price increases of 5% to 10% over last year. According to those sources, however, each of the networks wound up being "reasonable," in the words of one agency executive, who said that they realized low single-digit increases, and in some cases, decreases.

CBS said that it was getting 3%-5% increases over its regular season games a year ago, when 30-second spots were priced in the $165,000 range. "I guarantee at best low single-digit increases" this year, said CBS Sports President Peter Lund.

Offsetting those low price increases for CBS, it hopes, will be its *Super Bowl XXI* sales. Advertisers will be asked to pay $600,000 for 30-second spots in the Jan. 25 game. CBS is also enjoying a 12% increase in its college football prices due to an 18% ratings increase for its 1985 college games, which averaged a 7.2 Nielsen rating, up from a 6.1 in 1984.

At ABC, J. Larre Barrett, vice president of sports sales, said that the network is 85% sold for its September *Monday Night Football* schedule. Barrett said the *Monday Night Football* rate card for a 30-second spot opens at $192,500, based on a 19 rating. *MNF* averaged a 19.7 rating last year, boosted by the 29.1 rating for a Chicago Bears vs. Miami Dolphins contest, the highest-rated *MNF* game. Miller and Anheuser-Busch will again split the *MNF* games this year, alternating as the exclusive beer sponsor.

Barrett said that 30-second spots in ABC's College Football Association schedule were starting at $42,000 this year, down from $45,000 last year.

NBC refused to discuss sales of its NFL schedule.

The marginal increases in NFL advertising prices appear to be the result of a ratings surge in the 1985-86 season, compared to the year before, one of the worst ratings years in network-NFL history. It was that year's Supreme Court's decision allowing colleges to negotiate individually for television contracts, and the appearance of the USFL on ABC in the spring, that led to complaints of a glut of televised football.

CBS ended last season with a 15.8 rating, up 11% over the 1984-85 season's 14.2; NBC had a 12.7, up 5% from a 12.1, and ABC had a 19.7 for its regular schedule (excluding nonMonday night specials), up 17% from the year before.

Many in the advertising community offer upbeat predictions for this season's NFL performance. Among the reasons cited is the resurgence of teams, including the Chicago Bears and the New York Giants. CBS's Lund was similarly upbeat. "I don't think we'll have a ratings problem this year," he said.

This season's rating will generate careful attention since it is the final year of the networks' current $2.1-billion, five-year contracts, with negotiations for new pacts set to begin next February. Given advertisers' cautious attitude toward football this season despite last year's ratings upturn, the networks plan to negotiate based on their declining football profits.

"The NFL will know the network revenues," said Lund. "What it will boil down to is the projections of the marketplace over the terms of the next contract." Lund said that CBS does not foresee a return to a double-digit advertising increase any time soon.

To help offset the low revenue increases, all of the networks are instituting moves to reduce costs. Attention is being paid to the games' production costs. Lund said that CBS was aiming to reduce its NFL costs by 5%-10% this year. ABC and NBC also said they will cut back. At all three networks said cuts include eliminating at least one camera and tape machine during certain games. Equipment will be shifted to games with greater audience potential.

Lund said that CBS has made the cuts on the basis of "early signs" of a problem in attracting sufficient advertising revenue for the coming season. Lund said that the cuts are part of an overall move by the CBS/Broadcast Group to keep costs in line given a downturn in advertising revenue this year. "To manage our division properly, we have to manage costs," Lund added.

At CBS Sports, Ted Shaker, executive producer, said that cutbacks are being examined as part of an overall budget review and that any elimination of a camera or tape machine will be based on the game's importance. Shaker said the cutbacks would not produce a noticeable difference to viewers. He said that CBS averages five cameras, three videotape machines and one character generator per game. And John Madden will continue to use the CBS chalkboard to diagram plays on the screen, Shaker said.

Another cost saving will be realized by CBS through a more uniform opening to the games, similar to the graphics-based opening it uses for its NBA coverage. "We achieve some savings and a distinctive look," Shaker said.

He also said that CBS will experiment with one announcing team (Pat Haden and Vern Lundquist) for both college and pro games. CBS will also be able to cover back-to-back college and pro games on two occasions, reducing set-up and transportation costs.

At ABC, Ken Wolf, producer of *Monday Night Football*, said that trimming of the games' production budget will amount to the loss of a camera and a tape machine in half of the games. Last year ABC used nine cameras and five VTR's. Wolf said that a camera angle on instant replays could be lost as a result.

A spokesman for NBC Sports said that it will also use less equipment this season.

■ In college football, a solution may have been found to the problem of rapidly escalating rights costs for the networks. The growth of corporate sponsorships, illustrated by John Hancock Insurance's recent deal with the Sun Bowl (now the John Hancock Sun Bowl), allows bowl committees to lower the rights money asked of the networks. A number of other bowls, including the Gator, Holiday and Freedom Bowls, are now looking for corporate sponsors.

Becoming a corporate sponsor involves purchasing a minimum amount of advertising. In the case of John Hancock, that came to $2.5 million over three years.

"The key here is the tremendous dilemma we're facing with inflated rights," said Robert Iger, vice president of program acquisitions for ABC Sports. "We're obviously at a point where something has to happen."

Bowl committees are not the only ones looking for sponsors. According to Dick Goldstein, vice president of marketing for CBS oorts, the sponsorship of a bowl can not only save a game but make profitable. CBS, he said, is involved in a number of discussions to tract sponsors.

In the case of the NBC's Fiesta Bowl, last year, the event's on-site onsor, Sunkist, was not mentioned by NBC as such because it had t purchased enough advertising time. NBC Sports President Arur Watson said that no decision has been made on the matter for is season's game.

CFA, Big 10 considering producing own TV packages, liminating network, syndication 'middlemen'; ffect on gate receipts concerns colleges

wo years after the Supreme Court struck down the television plan of e National Collegiate Athletic Association on antitrust grounds, e college football television market, not yet fully recovered, is still ying to sort itself out. It's likely that neither CBS nor ABC will ave plans in place for the 1987 season before the end of the year. lajor segments of the college universe, including the College Football Association and the Big 10 Conference, say they are seriously onsidering doing their own TV packages for the 1987 season and eyond—eliminating the network or syndication "middlemen" in the rocess. Many schools are also concerned about overexposure and e effect it may have on gate receipts, prompting some to cut the umber of syndication games they do. As a result, the number of elevised games has dropped from about 190 in 1984 to an estimated 00 in 1986. Some say that as few as two syndication games a year re enough, which does not bode well for the syndication marketlace, whose ranks have thinned considerably over the last two ears.

This year's plans are in place, but beyond that, it is pretty much an pen field, with the exception of the renewed agreement between the FA and ESPN covering the four seasons from 1987 to 1990. ESPN as agreed to pay a total of $58.5 million for that package.

CBS is entering the second year of two-year deals with the Big 10 nd Pacific 10 in one package (up to 29 appearances in all) and the tlantic Coast Conference (up to seven appearances) in a separate greement. CBS will also televise the Army-Navy game again this eason (Dec. 6) as well as one or two University of Miami games. It paying about $12 million this year for its regular-season packages. he network will kick off this season on Sept. 13 with Ohio State at Vashington. So far, it has three bowl games lined up for this season, cluding the Sun Bowl (Dec. 25), the Gator Bowl (Dec. 27) and the otton Bowl (Jan. 1).

CBS and the schools with which it has TV deals this season have ut off talks for next season and beyond, until January. Both sides y that will give all concerned a chance to assess just how well they red over the two-year life of the pact.

ABC is paying $16.5 million this season for a package of CFA ames that will run from Sept. 6 to Dec. 6. ABC will kick off its ason with a doubleheader starting at 3 p.m.—UCLA at Oklahoma, llowed by Florida State at Nebraska. ABC and the CFA began egotiations in June about renewing the television pact that expires the end of the coming season. But talks broke off, sources say, hen ABC refused to budge from its hard-line stand of no rights crease for the renewed pact. The CFA was looking for between 0% and 20% more than the $32 million it was receiving in the rrent two-year deal. Sources said the CFA felt the increase was stified, because, despite ABC's constant pleas of hard times, the etwork will make a handsome profit on the current two-year deal.

The same cannot be said of Turner Broadcasting's college football lecasts. TBS lost money last year on its three packages and may se money this year as well, although company officials talk of possibly" turning the break-even point this year. Particularly disappointing was TBS's prime time package (including games of the Big), Pac 10, ACC and independents) which was carried on superstaon WTBS(TV) Atlanta as well as in syndication. The prime time lineo averaged a 2.6 on the superstation, a full point less than the ESPN rime time CFA package, which averaged a 3.6. Rex Lardner, director of sports programing for TBS, said he had hoped TBS's prime me numbers would average a 3.0 or higher. In an effort to boost ose numbers this year, he said the package would not be syndicat-d, giving the superstation exclusive game coverage. Also, he said, e prime time kickoff has been moved up one hour to 7 p.m., so the BS games will start a half hour before the ESPN games, instead of a alf hour behind them. "I think there is room for two prime time packages," Lardner said last week. He noted that last year, the first year that both TBS and ESPN had prime time packages, viewership expanded by two rating points. By eliminating the syndication coverage of its prime time package, Lardner hopes cable's Saturday night football audience will expand even further this season.

TBS also does two Saturday afternoon regional syndication packages, including a Southeastern Conference package and Big 10 package. The games of those two conferences (11 games each) will be distributed primarily in the Southeast and Midwest, respectively. The Southeastern slate gets under way Sept. 6 with Vanderbilt at Alabama, while the Big 10 schedule starts a week later with Iowa State at Iowa University.

All three of the TBS packages are up for renegotiation at season's end. While Turner's relationship with the Southeastern Conference remains solid, the Big 10, which is prominent in the other two packages, will probably reduce the number of appearances of its schools in syndication and may pull out altogether and produce its own package. "We would prefer to cut back on our total exposure," said Jeff Elliot, director of television and promotion for the Big 10 Conference. Elliot said the Big 10 could have as many as 25 games on television this year, or almost one fourth of all the games played by its schools this year. That's too much he said, noting that the Big 10's gate attendance was off slightly in 1985 and that overexposure may be a factor.

"We think it is feasible to cut back [the number of televised games] and get more dollars," Elliot said. He declined to say what the Big 10 would receive this year in rights payments but others put the total at about $9 million. Elliot said the conference is considering all its options, including eliminating the syndicated package altogether, which he contends would dramatically increase the value of Big 10 network games. "Perhaps we'll do our own syndication games," he said. "That is certainly being discussed." Elliot said the conference was reasonably pleased with Turner's performance from a production standpoint, but that the station clearances have not been as strong as the Big 10 feels they ought to be. He said last season Turner cleared about 22 stations in the Big 10's seven-state region, about seven fewer than the Big 10 would like to have seen. No clearance numbers were available for this season.

Lardner acknowledges that with all the football games currently being broadcast, "some packages may be eliminated if the ratings aren't there."

Bill Rasmussen, who founded ESPN, is now a TV sports consultant working with the Big 10. He says there are more football games on television than the market can handle and that schools will take more of a hands-on role in controlling production and distribution of their games, probably at the expense of syndicators. He cites two examples of where the Big 10, at least, is headed. First, he notes the Big 10 will do its own 26-game television syndication package for basketball this season. Lorimar Sports did it last year and is now out of business. The year before that, Metrosports did the package and it is also now out of business. Will the conference make a lot more money doing the package on its own? Probably enough to make the effort, in Rasmussen's opinion. "If they can find another half million or million and eliminate a layer of expense," he said, that is a valuable addition to the sports budgets of the schools involved. Rasmussen also noted he is putting together a package of football and basketball games for the University of Illinois this season. With both football and basketball and two coaches' shows, covering both radio and television, said Rasmussen, "I can go to an advertiser and offer them exclusivity in one tidy package from September to March." Whether the Big 10 Conference will take its football package the way of its basketball package remains to be seen, he added, "but it is a very serious consideration."

The CFA also has a consultant to help it sort its television decisions. He is Michael Trager, chairman of Sports Marketing and Television International Inc., Greenwich, Conn. Since the CFA-ABC talks broke off more than a month ago, the CFA has talked to just about everyone with a possible interest in picking up the package. As he sees it, the CFA presently has four options: redo its network deal; forge another cable network alliance (EPSN has renewed its CFA prime time package through 1990); do a deal with a major sports or entertainment syndicator, or produce its own package. "None of these options is better or worse than the others," he says. But he admits a network deal would offer promotional benefits above the others. A major element, he said, is how responsive advertisers are to the options. He expects the CFA to have a second package in place for 1987 and beyond within two months.

But regardless of what the CFA does, Trager cites statistics which he says show that "less may be more" when it comes to televised games and their value. In 1984, the first year after the end of NCAA football plan, there were 190 televised college games. Last year, there were almost 150 and this year the estimate is there will be somewhere around 100 games on television. Whether the number of games on TV declines even further next year remains to be seen. But the fact is, schools and conferences will probably have more to say about that than networks and syndicators. The major concerns of the schools and conferences are two-fold: maximizing per-game revenue and doing everything they can to insure that fans don't stop going to games. Limiting exposures appears to be the best way to address both concerns.

Other cable and syndication packages this year include:

- Raycom, Charlotte, N.C., is syndicating 11 games each for the Big Eight and Southwest Conferences.
- TEN Productions, New York, is syndicating a total of 12 games for Boston College, Pittsburgh and Syracuse.
- Summit Sports, Colorado Springs, is packaging 11 games total of the three military academies, Army, Navy and Air Force. That package, as well other select games, are being picked up by Madison Square Garden Network.
- Jefferson-Pilot Teleproductions, Charlotte, N.C., will do a package of at least 11 ACC games.
- In addition to 17 CFA games this season, ESPN is scheduled to carry 22 USFL games, including four playoff games, if the league is still in business. The league played for three seasons in the spring and is scheduled to launch fall play in September (see separate story, "Top of the Week").
- USA Network has arranged to pick up a total of 11 regular season games from the Raycom, Jefferson-Pilot and TEN packages. It is also televising the Independence and Senior Bowls, being produced by Mizlou Productions, New York. ☐

Radio networks offer college and pro action

On the radio side, NBC will be entering the second year of its two-year, $11-million contract for NFL broadcast rights. Like last year, NBC will air 37 games—27 regular season contests including 16 on Monday nights and 10 post-season games. The first game is sched-

Local radio's preseason and

AFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights.
Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 30 stations for WIOD, four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights.
New England Patriots	WEEI(AM) Boston	Reg. net. of 35; five preseason and 16 regular season games; station holds rights.
New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights.

AFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of apprcx. 40; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations, four preseason and 16 regular season games; games will be simulcast on co-owned WDOK(FM); station holds rights.
Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations, five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights.
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Simulcast of two regional networks of 40 stations; four preseason and 16 regular season games; station holds rights.

AFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations, four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net of 50-54; four preseason and 16 regular games; station holds rights.
Los Angeles Raiders	KRLA(AM) Pasadena	Reg. net of 36 for KRLA; four games preseason, 16 games regular season; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights.

uled for Monday night, Sept. 8, with the New York Giants visiting the Dallas Cowboys.

According to Stephen Soule, vice president, sales, NBC Radio Networks, the network's NFL coverage is about 50% sold. Among the major sponsors are: Anheuser-Busch, Alpha Romeo, IBM, Tinactin, Sears, Goodyear Tire & Rubber and Wells Lamont, a work glove manufacturer. Soule added that NBC should close on some "Detroit accounts" shortly.

As of last week, NBC had cleared 255 stations for its NFL broadcasts, including 45 of the top 50 and 95 of the top 100 markets. (Last season, it had a lineup of 274 outlets.) The games, which will air on all of NBC's owned-and-operated AM stations, are being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network as well as several other regional team networks. Soule said he expects the clearance mark to approach 300 by the beginning of the season.

NBC's "primary" announcing team will again be Don Criqui and Bob Trumpy. The second team is Mel Proctor and Dave Rowe. Bob Costas will host 10-minute pre-game and half-time shows. And Bob Trumpy will return as host of *NFL Live*, a call-in, post game show that runs approximately one hour—longer during the post-season.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange.

■ Mutual Broadcasting will present 16 regular-season NFL Sunday doubleheaders beginning Sunday, Sept. 7, with Cleveland at Chicago at 12:45 p.m. NYT and Miami at San Diego at 3:45 p.m. NYT. (Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises.)

Each game will be preceded by a 15-minute show hosted by Bill Rosinski. And, for the first time, a special edition of Mutual's *Wide Weekend of Sports* will air during half-time. The segment will include scores of the other NFL games.

The announcers for the first games of the doubleheaders will be Tony Roberts and Jack Ham, while the second games will feature Joel Meyers and Jack Snow. Major NFL advertisers include: MasterCard, Ford Motor Co., Persona Razors and Goodyear Tire & Rubber.

Mutual's 1986 college schedule includes 11 Notre Dame games and 11 major college games including the "College Kick-Off Classic" featuring Alabama at Ohio State on Aug. 27 and the annual Army-Navy contest on Dec. 6. The network will also offer five bowl games: Aloha, Holiday, Blue Bonnet, All-American and Sugar.

■ CBS Radio, which lost the NFL broadcast rights to NBC in

regular-season NFL coverage

Team	*Originator*	*Regional network; games scheduled; rights holder*
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 65, four preseason games and 16 regular season games; station holds rights

NFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights
New York Giants	WNEW(AM) New York	Reg. net of 25, four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 28, with four preseason and 16 regular games; station holds rights
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights
Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights

NFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 35 stations; four preseason and 16 regular season games; station holds rights
Detroit Lions	WJR(AM) Detroit	Reg. net of 38; four preseason and 16 regular season games; station holds rights
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 55 stations; four preseason and 16 regular season games; station holds rights
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 62; four preseason and 16 regular season contests; station holds rights
Tampa Bay Buccaneers	WSUN(AM) Tampa-St. Petersburg	Reg. net of 15; four preseason and 16 regular season games; station holds rights

NFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 45 stations; four preseason and 16 regular season games; team holds rights
Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net of 29 stations; no Spanish-language network; four preseason and 16 regular season games; station holds rights
New Orleans Saints	WWL(AM) New Orleans	Reg. net of more than 40; four preseason and 16 regular season games; station holds rights
San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20; four preseason and 16 regular season; station holds rights

1985, will again offer its affiliates some alternate programing to play-by-play. *The NFL Tonight* will return on Sunday nights through the regular season. It is hosted by Jack Buck and Hank Stram, who recap the day's highlights and feature interviews with coaches and players. The show's exclusive sponsor is Safeco Insurance.

The series, however, has been trimmed back from two hours last year to one hour. The move, said Dick Brescia, senior vice president, CBS Radio Networks, is designed to "enhance both station clearances and the flow of the show." *The NFL Tonight* will air from 8 to 9 p.m. NYT.

CBS will also offer *NFL Preview*, a weekly, 15-minute preview of the upcoming weekend's NFL action that is fed to stations every Friday night. The show features Brent Musburger and Jimmy (the Greek) Snider.

In college football, CBS Radio will air the newly renamed John Hancock Sun Bowl and the Cotton Bowl. It will also offer its stations *College Football Scoreboard*, a 13-week Saturday series anchored by Ed Ingles that summarizes the week's college action.

■

The following are capsule reports on local radio and TV rightsholders' broadcasting and advertising plans for each of the NFL franchises.

The preseason and regular-season games of the **Atlanta Falcons** will be broadcast by WSB(AM), which holds the rights. The Falcons themselves held the rights last year and experimented selling the broadcasts through a sports marketing company. Chevron, Delta and Honda, are among those sponsoring the games, which are 70% sold, according to Bob Huntley, general sales manager. The WSB regional network consists of 45 stations in Georgia, Tennessee, Alabama and North and South Carolina. WAGA-TV Atlanta has sold about 80% of the spots for that station's four preseason telecasts, according to the station's vice president and general manager, Paul Raymond. Sponsors include Nissan, Coors, Delta and Hardee's. The team's two home games will be shown on a delayed basis if they are not sold out.

□

WBEN(AM) Buffalo, N.Y., holds the radio rights to four preseason **Buffalo Bills** games and 16 regular season contests and is in the second year of a five-year contract. Larry Levite, WBEN president and general manager, said the games will be broadcast to a 10-station regional network, including a station in Pennsylvania. Major sponsors include Goldome Bank, Empire Savings, M&T Bank, Buick, Tops supermarkets and Genesee beer.

WKBW-TV Buffalo holds the rights to four preseason games, which will also be carried by WOKR-TV Rochester, N.Y. Genesee Brewing Co., Rochester, as it has for the past 18 seasons, is the major sponsor of the local television broadcasts, with Pepsi Cola Bottling and Roberts Furniture both minor sponsors, said Richard Shepard, vice president and general sales manager. Rights for the games also include a half-hour weekly program of game highlights.

□

WGN(AM) enters the second of a three-year rights deal to carry the **Chicago Bears** full slate of pre- and regular-season games, including a fifth preseason game between the Bears and the Cowboys which originated from London's Wembley Stadium yesterday (Aug. 3). This year, the regional Bears network put together by Tribune Radio Networks will exceed the 35 stations that participated last year. WGN's sales for the Bears broadcasts were about 80% at press time. Sponsors include Heileman Old Style beer, True Value Hardware, Chevrolet, Amoco and Illinois Department of Tourism. WBBM-TV will carry three of the Bears local preseason games (one is being picked up for network broadcast). The station declined to provide the names of sponsors.

WKRC(AM) is in the second year of a three-year contract to broadcast games of the **Cincinnati Bengals.** Sponsors of the four preseason and 16 regular-season games include Anheuser-Busch, Sears and Oscar Mayer, said WKRC's general manager, John Soller. WLWT(TV) Cincinnati will again televise the preseason games—two live and two tape delayed. Ned Paddock, director of sales, said that returning sponsors include Coors, Toyota, Pepsi and Wendy's. The telecasts are 75% to 80% sold, he said. In Dayton the games will be telecast by WGRT-TV, which replaces WKEF(TV).

□

WWWE(AM) Cleveland, owned by team owner Art Modell, will be covering all **Cleveland Browns** games with a coach's show beforehand and a postgame show. Sports director Bill Coleta reports that sales are going well with about 70% of spots filled. Major sponsors will be Anheuser-Busch, Honda, the Ohio Lottery and Forest City Enterprises (discount stores).

WKYC-TV Cleveland will be covering two away preseason games, with one of the other games blacked out and the other carried by NBC (also blacked out in Cleveland). Station spokeswoman Karen Malone Smith said advertising sales are "progressing slightly ahead of last year, with interest enhanced by the Browns winning the AFC Central division last year." The station carries a regular half-hour show, *Browns '86*, on Wednesday night and will broadcast an hour-long preseason report on Saturday, Aug. 16. Former Brown, Reggie Rucker, will be providing color commentary for the games and play-by-play will be by sports director, Jim Donovan. Miller Beer is the primary sponsor.

□

KRLD(AM) Dallas will cover the **Dallas Cowboys** again this season, and according to Ed Wodka, vice president and general manager, excitement is building not only because of the team's division winning performance last year but because of its strong showing in the draft. All of the major Cowboys sponsors from a year ago are returning to the station this year. Among new sponsors are Texaco and Farmer's Insurance. The Texas State Network of 175 stations will again carry the games.

In addition to the regular-game coverage, Mondays will feature shows with Cowboy coach, Tom Landry, and Cowboy president, Tex Schram. Tuesdays feature *El Chico Night*, in which Landry, players and coaches respond to questions from a live audience and the listeners from the El Chico restaurant. There is also the weekday *Cowboys Report* at 8:15 a.m. and 5:15 p.m. and *The Charley Waters Show* on Friday nights, featuring the former Cowboy defensive back. Pre-game coverage includes *The Bob Lilly Show*, and postgame material includes a question-and-answer wrap-up with Preston Pearson.

The first Cowboys game, versus the Bears at Wembly stadium in London on Aug. 3, was scheduled to be carried live by KRLD beginning at noon Dallas time.

Frank O'Niel, vice president and general manager of KXAS-TV Fort Worth, said that sales of the one preseason Cowboys game to be covered by the NBC affiliate are strong with sponsers including Coors and GTE. The remaining Cowboys preseason games will carried on network TV.

□

KOA(AM) Denver will broadcast coverage of **Denver Broncos** games 90 minutes before the game and two hours after, according to Ken Groshong of KOA. The games will be covered by long-time broadcast team of Bob Martin, KOA sports director, who does play-by-play, and Larry Zimmer with color commentary.

KCNC-TV Denver will cover three preseason games with the fourth, Broncos vs. the L.A. Rams, broadcast by NBC and carried by KCNC-TV. General Manager Roger Ogden said sales were a little slow, reflecting the "tougher economy," but with 60% to 70% sold, he expects a "normal sellout." KCNC-TV will also broadcast a Monday night recap with announcer Dan Reeves and a softer "lifestyle issues" show, *Bronco's Beat*, with Tom Jackson. Ogden declined to mention specifics, but said there would be nine major sponsors. The games will also be carried by KRDO(TV) Colorado Springs.

□

Renewing its contract with the **Detroit Lions** for another three years is Capcities WJR(AM) Detroit which, like last year, will be the originating outlet for a regional network of 38 stations. Sales are running "slightly ahead" of last year's pace, said Maureen Hathaway, general sales manager of the station. Key advertisers include: Anheuser-Busch, Ford and Amoco.

On the television side, WJBK-TV Detroit will once again air preseason contests. The station's scheduled broadcasts will drop from four games last year—two live and two taped—to two live games in 1986. According to station general sales manager Jim Clayton, the upcoming games are about 60% sold. Major advertisers include: Coors, Baytec Computers, Midas Muffler and Michigan Dental. The two preseason games will also be aired over an ad hoc network of four stations.

□

Sales for radio broadcasts of the **Green Bay Packers,** are "a little behind schedule," ac-

Local TV preseason NFL coverage

AFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights
New York Jets	WNYW-TV New York	One live, one tape delay games; station holds rights
New England Patriots	WBZ-TV Boston	Three live games; station holds rights

AFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; two live and two tape delayed games; station holds rights
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of eight stations; three preseason games; station holds rights

AFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games and third if sold out; station holds rights
Kansas City Chiefs	KCTV-TV Kansas City	Four games, two live and two tape delayed games; station holds rights
Los Angeles Raiders	KNBC Los Angeles	Two games taped; Bob Speck Productions, Los Angeles, holds rights
San Diego Chargers	KGTV San Diego	Two live games; station holds rights
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights

NFC East

Team	*Originator*	*Regional network; games scheduled; rights holder*
Dallas Cowboys	KXAS-TV Fort Worth	One live game; station holds rights
New York Giants	WPIX New York	One live, three tape delayed games; station holds rights.
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights
St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights
Washington Redskins	WTTG Washington	Reg. network of two other stations; four live games (two home games will be delayed if they are not sold out); station holds rights

NFC Central

Team	*Originator*	*Regional network; games scheduled; rights holder*
Chicago Bears	WBBM-TV Chicago	Three preseason games; station holds rights
Detroit Lions	WJBK-TV Detroit	Reg. net of four; two live games; station holds rights
Green Bay Packers	WBAY-TV Green Bay	Reg. network of four stations; three live games, one taped; station holds rights
Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	Two live games; station holds rights
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games; live game to be simulcast on WCPX-TV Orlando, Fla.; station holds rights.

NFC West

Team	*Originator*	*Regional network; games scheduled; rights holder*
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sold out; station holds rights
Los Angeles Rams	No TV rights	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; two live and two tape delayed games; station holds rights
San Francisco 49ers	KPIX San Francisco	Three live games; station holds rights

cording to Paul LeSage, general manager, WTMJ(AM) Milwaukee. But he is optimistic: "We always do well . . . we'll be sold out by the beginning of the season." Advertisers signed so far include Anheuser-Busch, Century Insurance, True Value Hardware, Amoco and Napa auto parts.

Pabst beer, Toyota, All State Insurance, Coca-Cola, Marine Banks and Wisconsin Bell are sponsoring preseason TV coverage of the Packers on WBAY-TV Green Bay. WBAY-TV is originating all four games this year, three of them live, and feeding them to a network of four stations.

□

Last year, KODA(FM) Houston broadcast the **Houston Oilers** games in stereo and will continue this year. Dave Pearlman, the station's vice president and general manager, said that sales are "great" with spots nearly sold out and nine new advertisers. The easy-listening station feeds the games to a network of 35 stations in the Southwest. Promotions include the Free Fan Fare contest, where listeners can win trips to away games. Major sponsors include Anheuser-Busch, Honda and Gulf Oil.

KPRC-TV Houston general manager, Jeff Lee, said that his station had broadcast the Oilers for about 15 years, but last year was outbid by another station. This year KPRC-TV won back the rights and will air the first three preseason games (the fourth game, against the Cowboys, will be broadcast by CBS). If the home games are not sold out, they will be broadcast on a delayed basis the following Sunday. Sales are running about 70%. Major sponsors include Miller Beer, Nissan, Southwestern Bell, True Value Hardware and Exxon. Games will be covered by sports director Ron Franklin and Craig Roberts.

□

WTHR(TV) Indianapolis is in the final year of a three-year contract for four live preseason **Indianapolis Colts** games. Mike Corken, the station's general manager, says sales activity is "fair to good" and estimates about 80% of the ad inventory is sold. Among the key advertisers are GTE, Kroger stores, Merchant's Bank, Chevrolet and Ford Dealers and McDonald's.

WIBC(AM) will cover 20 Colts games—four and 16 regular season games. The station feeds the games to a 16-station network. Tim Medland, general sales manager, said he was satisfied with sales to date. Major sponsors include Zenith Distributors, True Value Hardware, Delco, Amoco Oil, Kroger Stores, Nationwide Auto Parts, MedScan, Hooks Drug Stores and Farmers Insurance Co.

□

A network of more than 50 radio stations will carry the four preseason and 16 regular games of the **Kansas City Chiefs** this fall, with the broadcasts originated by KCMO(AM) Kansas City, Mo. The station and the network are in the second year of a five-year contract. A station spokesman said business has been slow and he attributed the sluggishness to the Chiefs 1985 record of six wins and 10 losses. However, he said he expects the sponsor list to grow to about 20-25 by the time the season starts.

Television sales activity has been proceeding briskly, according to Pat North, general sales manager of KCTV(TV) Kansas City, who estimates that the advertising schedule will be about 95% sold by the start of the preseason games. North cited a handful of the major sponsors signed to date, including Coors, Taco Bell Restaurants, Hardee's, Southwestern Bell and Subaru.

□

Bob Speck Productions, Los Angeles, holds the rights for both radio and television coverage of the **Los Angeles Raiders.** This year, the radio network, which will originate out of KLRA(AM), will include 36 stations in 11 states, up from last year's 25 stations. Two preseason Raiders games will be shown on KNBC(TV), both tape-delayed home games.

According to Peter Columbus, Speck vice president, sales this year are "better than in previous years," with radio time sold out and TV nearly gone.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 2
NFL preseason	Aug. 15, 22
CFA	Starts Sept. 6
NFL (Monday night)	Starts Sept. 8
Citrus Bowl	Jan. 1
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 1

CBS-TV

NFC preseason	Aug. 10, 23, 30
NFC regular season	Starts Sept. 7
PAC 10/Big 10/ACC	Starts Sept. 13
John Hancock Sun Bowl	Dec. 25
Gator Bowl	Dec. 27
NFC playoffs	Dec. 28, Jan. 3, 4
Cotton Bowl	Jan. 1
NFC Championship	Jan. 11
Super Bowl XXI	Jan. 25

NBC-TV

AFC preseason	Aug. 3, 16, 29
AFC regular season	Starts Sept. 7
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 28, Jan. 3, 4
Hula Bowl	Jan. 10
AFC Championship	Jan. 11

CBS Radio

John Hancock Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1

Mutual Radio

College Kickoff Classic	Aug. 27
Notre Dame and other college games	Starts Sept. 6
NFL package	Starts Sept. 7
Army-Navy game	Dec. 6
Aloha Bowl	Dec. 21
Holiday Bowl	Dec. 30
All-American Bowl	Dec. 31
Blue Bonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 8
Gator Bowl	Dec. 27
Liberty Bowl	Dec. 29
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

KMPC(AM) is in the second year of a three-year contract, with a one-year extention option, to broadcast games of the **Los Angeles Rams**. Bill Ward, executive vice president of KMPC, said major sponsors of the broadcasts, already 92% sold out as of two weeks ago, are Chevrolet, Anheuser-Busch, Chevron and Farmers Insurance. The number of regional affiliates is up to 29, from 23 last year. KMPC(AM) will produce the Spanish-language broadcast and sell time but the actual broadcast will come from XEPRS Rosarito (Tijuana), Mexico, from which KMPC purchases the time. The Rams have decided not to sell any telecasts rights this season. Pete Donovan, the team's director of public relations, said the Rams contract with Anaheim stadium calls for at least three of the four preseason games to be played at home, where the dates scheduled are on a Monday, Tuesday and Saturday: "We thought we should not go through the production hassle when we could only show them on a tape-delayed basis." The fourth game, in Denver, has been picked up by one of the networks, precluding a local telecast.

□

Sales for **Miami Dolphins** football are "great, way ahead of last year," said Bob Rich, general manager of originating station WIOD(AM) Miami, which will cover the four preseason and 16 regular season games. WIOD begins coverage two hours before game time, with interviews of coaches and players and follows games with an extended locker-room report. It also broadcasts shows with Coach Don Shula twice weekly and a lighter feature show on Wednesday with tight end Joe Rose. Promotions include bumper stickers and the "horrible hanky," a white handkerchief that fans wave at games. Last year WIOD gave away over a half-million to listeners. Major sponsors include Anheuser-Busch, Eastern Airlines and Ryder trucks. WOMA(AM) will broadcast the games in Spanish, said program director, Julio Mendez. It's major sponsors include Eastern, Nissan and Kodak.

Walt Gray, sports director at Taft-owned WCIX(TV), said the station will be covering three preseason games. The other game, against the Cleveland Browns, will be picked up by NBC.

□

Hubbard Broadcasting's KSTP-FM Minneapolis-St. Paul is entering the second year of a three-year agreement with the **Minnesota Vikings** for exclusive radio broadcast rights. Major sponsors include: Anheuser-Busch, Midwest Federal and Honda. KSTP-FM is also the originating outlet for a regional network of 62 stations reaching Minnesota, North Dakota, South Dakota, Iowa and western Wisconsin.

KSTP-TV Minneapolis-St. Paul renewed its deal, which is on a year-to-year basis, to air preseason games for the Vikings. The station plans to broadcast two live contests—one more than last summer.

□

WBZ-TV Boston, in the second year of a three-year contract, has garnered a mix of national and local advertisers for its **New England Patriots** coverage, according to Scott Brady, local sales manager. The station has arranged for coverage for three preseason games and will air a fourth on Aug. 10 if it sells out. Brady said that among major sponsors are Coors Beer, Toyota and Dodge Dealers.

WEEI(AM) Boston is in the final year of a five-year pact with the Patriots. The station has assembled a network of 35 stations this season. Jon Hirshberg, the station's general sales manager, said that sales are going "very well," with both national and local clients. Advertisers include Anheuser-Busch, Honda Motors, True Value Hardware, State Line Potato Chips, New England Telephone, Kay Jewelers and Honeywell Inc.

□

New Orleans Saints rights are held by WWL-TV and WWL(AM). WWL-TV will carry four preseason games, two away games live and two at home with a one-day tape delay. J. Michael Early, general manager of WWL-AM-TV, said local television sponsors include Miller Brewing, Popeye's fried chicken, Benson Motors, Avon-

Movement, finally, on PanAmSat plan

Some progress is made, and a lot remains to be done, on resolving differences over application for U.S.-Peru satellite service between U.S. government and Intelsat

Suddenly, everything came together. After weeks and months of what seemed uncertain efforts by the U.S. to advance the PanAmerican Satellite Corp.'s efforts to establish a separate international communications satellite system, meetings last week were held and planned among and between the affected parties to resolve the issues involved in consulting with the International Telecommunications Satellite Organization on the U.S.-Peru proposal to establish a satellite system linking the two countries. But it was obvious that the U.S. and the Intelsat executive staff may be headed for another confrontation on the extent of information the U.S. is to submit and on whether the U.S. will continue to insist on consulting on only part of the PanAmSat satellite.

On Thursday, a meeting was held involving the U.S.'s highest level officials responsible for the process—Under Secretary of State for Security Assistance, Science and Technology William Schneider; FCC Chairman Mark Fowler, and Alfred Sikes, head of the Commerce Department's National Telecommunications and Information Administration—with Jose Alegrett, Intelsat's deputy director general for business planning and external relations. The purpose of the meeting, according to one source, was simply "to make sure everyone was moving forward in good faith" on the consultation issue.

Then, on Friday afternoon (Aug. 1), key State, NTIA and commission aides were to meet to lay out a coordinated government policy on the thorny issues involved in the consultation matter. And on Thursday (Aug. 7), representatives of those agencies along with officials of Peru and PanAmSat, as well as of Intelsat and the Communications Satellite Corp. (the U.S. signatory to Intelsat), will meet to begin what may be a series of meetings on the issues involved in what the U.S. says is the consultation process.

The meeting grows out of an invitation from Intelsat's office of external affairs to officials of Comsat's Intelsat Satellite Services division to meet that day to discuss what the letter said were some of the serious problems a preliminary check of the just-submitted technical information had shown. But a particularly knotty problem to be resolved is the extent of the information required. The U.S. and Peru originally submitted economic and technical data on only five of the 24 transponders on the satellite to be built. The five will be used in providing service between the U.S. and Peru. And PanAmSat has no plans for the remaining 19—the FCC has not even authorized their use. However, after the board in June rejected the U.S. call for an Extraordinary Assembly of Parties to consider the PanAmSat consultation matter, the U.S. agreed to provide technical data on the remaining 19—13 of the remaining C-band transponders PanAmSat said would be used domestically in Latin American and six Ku-band transponders to link North America with Europe.

But Intelsat, in a letter to Comsat last week, said that material was not sufficient. It noted that the U.S. has not submitted economic data in connection with the six transponders to be used for international service, in accordance with the requirements of the provision in the Intelsat Agreement governing consultation of international satellites. It also said the U.S. letter transmitting the material simply states that the other 13 "are currently slated by PanAmSat for domestic service within South and Central America." Intelsat said that does not provide the necessary assurance they will not be used for international service.

The Intelsat letter also expressed concern over the indication that the U.S. seeks formal consultation on only the five transponders to be used in the U.S.-Peru service, and not to commence formal consultation on any of the remaining 19. "Accordingly," Intelsat said, it is faced with a "unique situation," in which consultation is requested for only five of the 24 transponders. "This presents an unacceptable situation," the letter added.

U.S. officials do not appear impressed. The U.S. position is that while the board wanted technical data on all 24 transponders, it did not state a need for economic material on any of the transponders beyond the original five. "And we do what the board wants, not the executive staff," he said. As for consulting on only five transponders or on all 24, that has been a sticking point within the State Department and among the department and the other U.S. agencies involved. State's lawyers thus far have prevailed in the view that the Intelsat Agreement requires a country to consult only on facilities it will use to meet its requirements. And the U.S., the lawyers say, should do no more. NTIA, however, is believed to feel the U.S. would strengthen its position before the board by providing all the information requested.

Despite those apparent differences and others that may exist among State, NTIA and the FCC, one State Department official was hopeful before the meeting Friday at which representatives of those agencies were to settle on government policy. "I'm optimistic we will reach a resolution." ☐

NBC scores double victory

The NBC Nightly News won the evening news race once again for the week of July 21. The tallies were NBC, 10.1/22; CBS, 10.0/22, and ABC, 9.5/21. In the prime time race, NBC was first with a 12.9/25, ABC second with a 10.5/20 and CBS third with a 10.2/19. Four NBC comedies were the highest-ranked shows of the week—*Cosby, Family Ties, Cheers* and *Night Court*. CBS's airing of the *Miss Universe Pageant* was fifth, scoring a 21.2/37, and a first-run showing of the NBC made-for movie, *CAT Squad*, ranked sixth, with a 17.3/30. Rounding out the top 10 were *Who's the Boss, Growing Pains, Golden Girls* and *20/20*. The complete program rankings follow.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.2/50
2.	Family Ties	NBC	25.1/49
3.	Cheers	NBC	22.8/43
4.	Night Court	NBC	21.3/40
5.	Miss Universe Pageant	CBS	21.2/37
6.	C.A.T. Squad	NBC	17.3/30
7.	Who's the Boss	ABC	16.4/33
8.	Growing Pains	ABC	16.4/31
9.	Golden Girls	NBC	16.3/34
10.	20/20	ABC	16.0/31
11.	Murder, She Wrote	CBS	15.7/29
12.	60 Minutes	CBS	15.5/32
13.	Me & Mrs.C.	NBC	14.7/30
14.	Remington Steele	NBC	14.5/31
15.	Miami Vice	NBC	14.1/28
16.	Moonlighting	ABC	13.9/25
17.	Stingray	NBC	13.8/26
18.	Gimme A Break	NBC	13.7/25
19.	Missing Children	CBS	13.6/24
20.	Scarecrow & Mrs.King	CBS	12.9/24
21.	Valerie	NBC	12.8/25
22.	You Again	NBC	12.8/23
23.	Herbie Rides Again	ABC	12.7/25
24.	Highway to Heaven	NBC	12.1/24
25.	Spenser: For Hire	ABC	12.0/22
26.	Hill Street Blues	NBC	11.8/23
27.	1986	NBC	11.7/22
28.	The Sender	NBC	11.7/20
29.	MacGyver	ABC	11.5/23
30.	Hotel	ABC	11.5/22
31.	Hardcastle & McCormick	ABC	11.1/20
32.	Love Boat	ABC	11.0/21
33.	Amazing Stories	NBC	11.0/20
34.	West 57th	CBS	10.9/21
35.	227	NBC	10.8/24
36.	Equalizer	CBS	10.8/20
37.	For Lovers Only	ABC	10.8/19
38.	Magnum P.I.	CBS	10.7/19
39.	Hunter	NBC	10.3/18
40.	Facts of Life	NBC	10.2/24
41.	Mr. Belvedere	ABC	9.9/21
42.	Knight Rider	NBC	9.6/21
43.	Webster	ABC	9.6/21
44.	Father's Day	ABC	9.4/18
45.	Monday Night Baseball	ABC	9.3/17
46.	St. Elsewhere	NBC	8.8/17
47.	Mr. Sunshine	ABC	8.4/17
48.	A-Team	NBC	8.3/16
49.	Simon & Simon	CBS	7.9/15
50.	Airwolf	CBS	7.5/14
51.	Dalton: Code of Vengeance	NBC	7.3/13
52.	Wanda Nevada	ABC	7.1/15
53.	Twilight Zone	CBS	7.0/15
54.	Dragonslayer	CBS	7.0/14
55.	We're Puttin' on the Ritz	CBS	6.7/15
56.	Benson	ABC	6.7/15
57.	Diff'rent Strokes	ABC	6.4/15
58.	Stormin' Home	CBS	6.4/13
59.	Ripley's Believe It or Not	ABC	6.4/13
60.	Punky Brewster	NBC	6.2/12
61.	The Colbys	ABC	6.0/11
62.	Foley Square	CBS	5.9/12
63.	Silver Spoons	NBC	5.8/12
64.	Charlie & Co.	CBS	5.4/11
65.	Death of a Salesman	CBS	5.3/10

*indicates premiere episode

Buyer is principally owned by Jay Hoker, who also owns WCFX(AM) Kansas City, Mo., and WLLT-FM Cincinnati. Filed July 17.

■ WSAI-FM Erlanger, Ky. (100.9 mhz; 1.25 kw; HAAT: 466 ft.)—Seeks assignment of license from Mortenson Broadcasting Co. to Inter Urban Broadcasting of Cincinnati Inc. for $2 million. Seller is owned by Jack M. Mortenson and family. It is Lexington, Ky.-based group of four AM's and three FM's. Buyer is principally owned by Thomas P. Lewis. It also owns WYLD-AM-FM New Orleans and WJYL-FM Louisville. Filed July 18.

■ WMAR-TV Baltimore and WRLH-TV Richmond, Va. (WMAR-TV ch. 2; NBC; ERP vis. 100 kw vis.; 10 kw aural; HAAT: 1,000 ft.; WRLH-TV ch. 35; ERP vis. 4,335 kw; aur. 433.5 kw; HAAT: 1,252 ft.)—Seeks assignment of license from Times Mirror Broadcasting to Gillett Group Inc. for over $200 million. Seller is buying stations' present owner, A.S. Abell Co., for $600 million and spinning off stations. It is publicly traded, Greenwich, Conn.-based publisher and group of seven TV's headed by Robert F. Erburu, chairman. Broadcast division is headed by John J. McCrory, president. Times Mirror publishes eight newspapers and also owns cable systems serving over one million subscribers. Buyer is Nashville-based group of one AM, one FM and six TV's owned by George Gillett. It also owns ski resort in Vail, Colo., and beef processing plant in Green Bay, Wis. Filed July 22.

■ WMTG(AM) Gaithersburg, Md. (1150 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Montgomery Radio Inc. to Beltway Communications Corp. for $525,000. Seller is owned by James Swartz, who also owns WHRF(AM) Bel Air, Md. Buyer is owned by Sondra Linden, Washington attorney with no other broadcast interests. Filed July 18.

■ WCJU(AM) Columbia, Miss. (1450 khz; 1 kw-U)—Seeks transfer of control of WCJU Inc. from Marion Bullock and family to The Broadcasting Co. for $395,000, comprising $75,000 cash for shares and $200,000 note and remainder promissory note for noncompete agreement. Sellers have no other broadcast interests. Buyer is owned by D. Scott Jones, station's general manager. Filed July 22.

■ KKEE(FM) Alamogordo, N.M. (94.3 kw; 3 kw; HAAT: minus 492 ft.)—Seeks transfer of control of New West Broadcasting Co. from Lawrence L. Heinrich and family, Robert F. Loucks and his wife, Connie, and Luin K. Dexter to Broadcast Capital Corp. for $850,000 comprising $379,000 cash and remainder assumption of liabilities. Seller also owns KVAS(AM) Astoria, Ore. Buyer is owned by Joseph M. Wolosonovich, local real estate investor with no other broadcast interests. Filed July 18.

■ KOB-AM-FM Albuquerque, N.M. (AM: 770 khz; 50 kw-U; FM: 93.3 mhz; 21.5 kw; HAAT: 4,150 ft.)—Seeks assignment of license from Hubbard Broadcasting to Price Communications for $16.5 million. Seller is St. Paul-based group of three AM's, two FM's and six TV's, headed by Stanley S. Hubbard. Buyer is publicly traded New York-based publisher and station group of eight AM's, seven FM's and three TV's, headed by Bob Price. Filed July 24.

■ WGBB(AM) Freeport-Merrick, and WBAB-FM Babylon, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from The Radio Co. Inc. to The Noble Broadcast Group for $12,975,000 cash, including $500,000 consulting agreement. Seller is owned by Franz Allina and his wife, Marcia. It also owns WEBE(FM) Westport, Conn. Buyer is headed by John T. Lynch. It operates XETRA-AM-FM Tijuana, Mexico. Earlier this year it sold KJOI(FM) Los Angeles for $44 million. Filed July 17.

■ WYCM(AM)-WBCG(FM) Murfreesboro, N.C. (AM: 1080 khz; 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 302 ft.)—Seeks assignment of license from Murfreesboro Broadcasting Corp. to M. Scott Edwards for $197,500, comprising $8,000 cash and remainder note. Sellers have no other broadcast interests. Buyer presently owns 10% of stations. Filed July 17.

■ WZZH(AM) Highlands, N.C. (1100 khz; 5 kw-D)—Seeks assignment of license from CBI Inc. from Mountain-High Broadcasters Inc. for $4,950. Seller has no other broadcast interests. Buyer is owned by Melvin Strum and William C. Marett. It has no other broadcast intrests. Filed July 21.

■ WDJO(AM)-WUBE(FM) Cincinnati (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 105.1 mhz; 14 kw; HAAT: 920 ft.)—Seeks transfer of control of DKM-Ohio Broadcasting Corp. from DKM Broadcasting Corp. to American Media Inc. for $9.8 million. Seller is Atlanta-based group of three AM's and three FM's headed by Robert R. Dyson, chairman. It is buying Group One Broadcasting Co.'s radio group ("Changing Hands," July 21 and above). Buyer is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. It recently sold WLIF(FM) Baltimore ("Changing Hands," June 23). Filed July 22.

■ WSOM(AM)-WQKX(FM) Salem, Ohio (AM: 600 khz; 500 w-D; FM: 105.1 mhz; 88 kw; HAAT: 400 ft.)—Seeks assignment of license from Rust Enterprises Inc. to Lincoln Broadcasting Corp. for $2.8 million cash. Seller is owned by William F. Rust. It has no other broadcast interests. Buyer is owned by Albert L. Wertheimer, his son, Albert, and John A. Palvino. It also owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York. Filed July 21.

■ KGYN(AM) Guymon, Okla. (1210 khz; 10 kw-U)—Seeks assignment of license from The Plains Broadcasting Co. to Telns Broadcasting Co. for $400,000. Seller is headed by T.M. Raburn. It has no other broadcast interests. Buyer is owned by J. Edward Smith, and his wife, Nancy. Smith is station's general manager. Filed July 21.

■ WWKX(FM) Gallatin, Tenn. (104.5 mhz; 100 kw; HAAT: 758 ft.)—Seeks assignment of license from Group 3 Broadcasting to Capitol Broadcasting Corp. for $6.6 million. Seller is owned by Gordon Smith. It has no other broadcast interests. Buyer is Mobile, Ala.-based group of one AM and six FM's principally owned by Kenneth S. Johnson, president. Filed July 18.

■ WJTT(FM) Red Bank, Tenn. (94.3 mhz; 3 kw; HAAT: 570 ft.)—Seeks assignment of license from WSIM Inc. to Jettcom Inc. for $1,050,000. Seller is owned by Robert A. Benns and family. It owns one AM, three FM's and one TV. Buyer is principally owned by James L. Brewer, George Reed and Harold Loyd. Brewer owns WHON(AM) Centerville, WQLK(FM) Richmond, both Indiana, and WDCF(FM) Dade City and WTOT(AM)-WJAQ(FM) Marianna, all Florida. Reed is sales manager at WAOK(AM)-WVEE(FM) Atlanta. Loyd is manager of WJTT(FM). Filed July 18.

■ KNAK(AM) Delta, Utah (540 khz; 1 kw-D)—Seeks assignment of license from Pahvant Valley Broadcasting Inc. to Michael J. Halloran for $225,000. Seller is owned by Darrel S. Lester and Neil R. Dutson. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 21.

■ WSTT(FM) Charlotte Amalie, St. Thomas, V.I. (101.1 mhz; 50 kw; HAAT: 1,543 ft.)—Seeks assignment of license from Caribbean Basin Broadcasting Inc. to Palm Beach Group Broadcasting Co. for $200,000. Seller is owned by Walter B. Dunn, who has no other broadcast interests. Buyer is owned by Curt Gowdy, and five others. It is headed by Joseph McInerney, president. Gowdy owns Lawrence, Mass.-based group of three AM's and two FM's. Filed July 24.

■ WLLL(AM)-WGOL(FM) Lynchburg, Va. (AM: 930 khz; 5 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 240 ft.)—Seeks assignment of license from Jamarbo Corp. to CGS Communications of Lynchburg Inc. for $1,350,000. Seller is owned by James V. Shircliff, who has no other broadcast interests. Buyer is owned by Michael P. Cefaratti, Richard D. Singer and M. James Galvin. Cefratti is general sales manager and Galvin is local sales manager at KTVK(TV) Phoenix. Singer is former vice president and general manager with TeleRep, New York-based station representation firm. Filed July 18.

Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
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Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
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Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WBUC(AM) Buckhannon, W.Va. (1460 khz; 5 kw-D)—Seeks assignment of license from Radio Station WBUC Inc. to CAT Radio Inc. for $395,000. Seller is owned by Jesse D. Newman, who has no other broadcast interests. Buyer is owned by Richard R. Green (70%), David P. Harper, Norris D. Phillips and Tommy L. Kuhn (10% each). Green is Clarksburg, W.Va., businessman and Harper is real estate agent also from Clarksburg. Phillips is broadcast engineer. Kuhn owns WXEE(AM) Welsh, W.Va., and is selling colocated WBTQ(FM). Filed July 18.

■ WBTQ-FM Buckhannon, W.Va. (93.5 mhz; 3 kw; HAAT: 218 ft.)—Seeks assignment of license from Multiplex Communications Inc. to CAT Radio Inc. for $250,000. Seller is owned by Tommy L. Kuhn, who is partner in buyer of WBUC(AM). Buyer (see above). Filed July 18.

Facilities Changes

Applications

AM's

Tendered

■ WGL (1250 khz) Fort Wayne, Ind.—Seeks CP to increase day power to 2.4 kw; increase night power to 2 kw, and make changes in ant. sys. App. July 22.

■ KMBS (1210 khz) West Monroe, La.—Seeks CP to increase power to 5 kw. App. July 22.

■ WFMD (930 khz) Frederick, Md.—Seeks CP to increase night power to 2.5 kw. App. July 23.

■ KNUJ (860 khz) New Ulm, Minn.—Seeks CP to add night service with 250 w; install DA-N, and make changes in ant. sys. App. July 28.

■ WACK (1420 khz) Newark, N.Y.—Seeks mod. of CP to change freq. to 840 khz; change hours of operation to day only; increase power to 5 kw; change to DA-D, and make changes in ant. sys. App. July 28.

■ KXOJ (1550 khz) Sapulpa, Okla.—Seeks CP to increase power to 2.5 kw. App. July 28.

■ WRSS (1410 khz) San Sebastian, P.R.—Seeks CP to increase day and night power to 2.5 kw and change to non-DA. App. July 28.

Accepted

■ WLQY (1320 khz) Hollywood, Fla.—Seeks CP to make changes in ant. sys. App. July 25.

■ WPSO (1500 khz) New Port Richey, Fla.—Seeks mod. of lic. to move SL to 8606 Little Road, New Port Richey. App. July 28.

■ WJAZ (960 khz) Albany, Ga.—Seeks mod. of lic. to operate transmitter by remote control. App. July 25.

■ KNPA (1340 khz) Nampa, Idaho—Seeks CP to change TL and make changes in ant. sys. App. July 24.

■ WGSF (1220 khz) Arlington, Tenn.—Seeks mod. of lic. to operate transmitter by remote control. App. July 25.

FM's

Tendered

■ *WMVV (90.7 mhz) McDonough, Ga.—Seeks mod. of CP to change TL; change ERP to 11 kw; change HAAT to 465.76 ft., and make changes in ant. sys. App. July 22.

■ *WHCB (91.5 mhz) Bristol, Tenn.—Seeks mod. of CP to change ERP to 10 kw and change HAAT to 2,325.52 ft. App. July 23.

■ *WRFK-FM (106.5 mhz) Richmond, Va.—Seeks CP to change HAAT to 491.34 ft. App. July 22.

Accepted

■ WCRQ-FM (92.7 mhz) Arab, Ala.—Seeks CP to change ERP to .7 kw and change HAAT to 671 ft. App. July 22.

■ KRKN (102.1 mhz) Anchorage—Seeks CP to change TL and change HAAT to 175 ft. App. July 23.

■ KHOZ-FM (102.9 mhz) Harrison, Ark.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. App.

017507

The Fifth Estate

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Broadcasting Aug 11

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Vol. 111 No. 6

Broadcasting Aug 11

FCC adopts must-carry proposal
"At Large" with Brian Lamb
HSN gets into TV station ownership

MUST-CARRY DECISION □ FCC votes 5-0 to adopt limited must-carry rules relying on A/B switch. **PAGE 35.**

CABLE CONVERSION □ Storer expected to buy Wometco Cable operations for $600 million. Both companies are owned by KKR. **PAGE 38.**

SCRAMBLED BUY □ General Instrument buys cable divisions of M/A-Com for $220 million. **PAGE 40.**

CONGRESSIONAL GATEKEEPER □ With Senate approval of permanent cameras in that chamber, BROADCASTING sat down with C-SPAN Chairman Brian Lamb to discuss what it took to get that approval and what it will take to open more doors for the cable satellite public affairs network. **PAGE 41.**

STAYING THE COURSE □ Advertising agencies predict NBC will repeat as prime time champ; many feel ABC will give CBS a run for its money for second. **PAGE 48.**

GOING ABROAD □ WesternWorld-Samuel Broadcasting launches Financial News Network business shows in Europe. **PAGE 52.**

FALL GO-AHEAD □ SAG-AFTRA reach contract agreement extending pact to 1989, averting strike that would have affected fall season. **PAGE 53.**

DOCTOR IS IN □ Syndicators preparing talk and psychotherapy shows for early fringe for fall 1987. **PAGE 54.**

SHOPPING FOR STATIONS □ Home Shopping Network buys three UHF's for $47 million and has plans to purchase more TV stations up to FCC limit. **PAGE 57.**

TISCH, TISCH □ CBS lets major stockholder Laurence Tisch know it will activate takeover defenses if Loews chairman seeks to go beyond 25% ownership level. **PAGE 59.**

AIR TIME □ Most INTV stations will simultaneously run W.R. Grace deficit ad on Aug. 21. **PAGE 60.**

MORE FREE ADVICE □ Clear channel operators tell FCC that improvements to AM service should not come at their expense. **PAGE 61.**

PRESS PROBLEMS □ World Press Freedom Committee to gather in London in January to discuss worldwide censorship. **PAGE 67.**

TAKE A LETTER □ House members urge three broadcast networks and CNN to launch major public service campaign to combat drug abuse. **PAGE 70.**

VOICE OF ISRAEL □ U.S. to build broadcast facility in Israel to transmit programing to the Soviet Union. **PAGE 73.**

MASS MEDIA MAN □ Bill Johnson, deputy chief, policy, Mass Media Bureau is a man of few words, but most of them are important to the Fifth Estate. **PAGE 95.**

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Samuel expects viewership to reach a million homes, out of a universe of 14 million homes, once affiliations are completed.

There are 12 minutes of advertising time in BTN's international feed, which the company is currently trying to sell to international sponsors. While no deals were in place as of early last week, Samuel said that sponsors should be on board withing the second week that BTN is on the air. Thirty-second spots on BTN cost $3,000. The U.S. commercials currently appearing in the FNN broadcast will remain in the BTN feed until international sponsors are found.

Samuel says he expects travel agents, brokers, airlines and banks to be among the advertisers who will eventually sign up. Ray Bentley, senior vice president of Western-World-Samuel, said that response to the word of BTN's launch has been good, despite the lack of buyers. Bentley said Chrysler has been among advertisers declining deals on BTN. Samuel said the service should be profitable within 90 to 120 days.

BTN is designed as a narrowcast service for the global trader who wants to be able to make deals on exchanges in a variety of countries, said Samuel. The FNN program that will be the base of BTN will not change in content for its international feed. □

SAG-AFTRA strike averted

Unions accept 10% boost in scale, ending threat to new TV production; compromise on new-tech residuals

The Screen Actors Guild and the American Federation of Television and Radio Artists reached agreement with prime time television and film producers over the weekend of Aug. 2-3, averting a strike that would have thrown the 1986-87 television season into chaos.

The new agreement extends to 1989 and was achieved as both sides relented on some of their demands in the last round of talks. A compromise was reached on the basic union wage scale, which will increase slightly more than 10% over the three-year life of the pact. The first 5% took effect immediately, bringing the minimum daily wage to $379. The second 5% kicks in Jan. 1, 1988, and will bring the minimum to $398.

Several points of contention involved the payment of residuals for programs running in certain distribution windows. The unions sought to increase their stake from 3.6% to 6% in the worldwide pool of revenue from pay television, pay-per-view and home vid-

NBC continues summer streak

NBC won the prime time race for the week ending Aug. 3, with an average 12.2/23, compared to a 10.9/21 for CBS and a 9.5/18 for ABC. A year ago, NBC averaged a 12.0/23, CBS an 11.0/20 and ABC a 10.7/20. In the evening network news race, CBS won with a 10.3/22, to NBC's 10.1/22 and ABC's 9.2/20. A year ago CBS had a 10.9/24, ABC, 9.3/21 and NBC, 8.3/19. HUT levels for the week were 52.5, compared to 53.5 for the same week a year ago.

It was a week in which only seven of 61 listed prime time shows were original broadcasts. Eight of the top 10-ranked programs for the week were sitcoms. The other two were ***60 Minutes*** and ***Murder, She Wrote***. On Wednesday, July 30, a three-hour ABC documentary, ***After the Sexual Revolution***, tied a repeat broadcast of part 1 of the CBS mini-series, ***Mistral's Daughter***, averaging a 9.0/16. NBC took the time period (8-11 p.m.) with its regular Wednesday night lineup, averaging a 12.3/22.2. The complete list follows.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	22.4/45
2.	Family Ties	NBC	21.5/41
3.	Night Court	NBC	21.8/38
4.	Cheers	NBC	20.5/37
5.	Newhart	CBS	18.6/32
6.	Murder, She Wrote	CBS	17.3/33
7.	Kate & Allie	CBS	17.3/30
8.	Growing Pains	ABC	16.9/31
9.	60 Minutes	CBS	16.8/36
10.	Who's the Boss	ABC	16.6/31
11.	Golden Girls	NBC	16.3/33
12.	Sylvan in Paradise	NBC	15.3/31
13.	Cagney & Lacey	CBS	15.1/28
14.	Memories Never Die	CBS	14.8/27
15.	Scarecrow & Mrs.King	CBS	14.6/27
16.	Miami Vice	NBC	14.3/29
17.	20/20	ABC	13.9/26
18.	Moonlighting	ABC	13.7/24
19.	You Again	NBC	13.6/23
20.	Remington Steele	NBC	13.5/28
21.	Gimme A Break	NBC	13.4/24
22.	Stingray	NBC	13.3/27
23.	Absence of Malice	ABC	13.0/24
24.	Highway to Heaven	NBC	12.9/24
25.	Hill Street Blues	NBC	12.7/24
26.	Valerie	NBC	12.4/23
27.	Equalizer	CBS	12.3/22
28.	Spenser: For Hire	ABC	12.1/22
29.	Magnum P.I.	CBS	11.1/19
30.	I'm Dancing Fast as I Can	NBC	18.8/19
31.	St. Elsewhere	NBC	18.6/19
32.	227	NBC	10.5/23
33.	Motown Special	NBC	10.3/19
34.	Webster	ABC	10.2/23
35.	Hunter	NBC	10.2/18
36.	Amazing Stories	NBC	10.0/18
37.	1986	NBC	9.9/18
38.	Mr. Belvedere	ABC	9.7/21
39.	Confessions of Married Man	ABC	9.7/20
40.	Mistral's Daughter, pt. 2	CBS	9.7/18
41.	Knight Rider	NBC	9.6/21
42.	Facts of Life	NBC	9.5/22
43.	Monday Night Baseball	ABC	9.4/17
44.	Mistral's Daughter, pt. 1	CBS	9.0/16
45.	After Sexual Revolution	ABC	9.0/16
46.	Mistral's Daughter, pt. 3	CBS	8.9/19
47.	Simon & Simon	CBS	8.6/16
48.	A-Team	NBC	8.2/15
49.	Crazy Like a Fox	CBS	8.1/16
50.	Love Boat	ABC	7.5/15
51.	Flight of the Dragon	ABC	7.0/14
52.	Silver Spoons	NBC	6.6/14
53.	Benson	ABC	6.5/14
54.	Punky Brewster	NBC	6.2/13
55.	Diff'rent Strokes	ABC	5.9/13
56.	Melba	CBS	5.7/13
57.	Ripley's Believe It or Not	ABC	5.6/11
58.	The City	ABC	5.5/11
59.	The Family Martinez	CBS	5.1/11
60.	The Colbys	ABC	4.8/9
61.	Hunchback of Notre Dame	CBS	4.6/10

*indicates premiere episode

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liam A. Barnstead (15%). Coit is owned by Louis Kearn, president, and family. Kearn and family own 49% of KTLD(AM) Granby, Colo., and CP for WOCD(TV) Amsterdam, N.Y. Filed July 28.

■ WSSH(FM) Lowell, Mass. (99.5 mhz; 32 kw; HAAT: 600 ft.)—Seeks assignment of license from WLLH Inc. to Noble Broadcast Group for $19.5 million. Seller is owned by Arnie Lerner. It also owns co-located WLLH(AM). Buyer is headed by John Lynch, president. It is purchasing WGBB(AM) Freeport-Merrick and WBAB-FM Babylon, both New York, subject to FCC approval. It operates XETRA-AM-FM Tijuana, Mexico. Filed July 28.

■ WKNR(AM) Battle Creek, Mich. (1400 khz; 1 kw)—Seeks assignment of license from Hicks Broadcasting Corp. to WKNR Broadcasting Corp. for $275,000. Seller is 100% owned by David Hicks, president and general manager of WKNR and WKFR-FM, both Battle Creek. Seller also owns WKFR-FM Battle Creek, Mich., and is applicant for WKMI(AM) Kalamazoo, Mich. Buyer is owned by David Hicks' children, Jane L. (51%), Jynell A. (24.5%) and Jeffrey D. Hicks (24.5%). Filed July 28.

■ WKMF(AM)-WCRZ(FM) Flint, Mich. (AM: 1470 khz; 5 kw, FM: 107.9 mhz; 50 kw; HAAT: 330 ft.)—Seeks assignment of license from Corgi Communications Inc. of Michigan to Faircom Flint Inc. for $7,500,000; $6,300,000 in cash, $1,000,000 note and $200,000 noncompete agreement. Seller is owned by A. William Lee, president. It also owns WZOZ(FM) Oneonta, N.Y. Buyer is principally owned by Joel M. Fairman, who also owns WTMA(AM)-WSSX-FM Charleston, S.C., and WSBH-FM Southampton, N.Y. Filed July 29.

■ WKXG(AM) Greenwood, Miss. (1540 khz)—Seeks assignment of CP from Leflore-Dixie Inc. to Edmonds Rigdon Broadcasting Co. of Mississippi Inc. for $20,000. Principal of seller is Keith Worrell (44%), and five others. Buyer is equally owned by Ben David Rigdon and Robert Hugh Edmonds. Edmonds is formerly principal in WXAL(AM)-WNAN(FM) Demopolis, Ala. Rigdon is president and 80% owner, and his wife, Betty, 20% owner, of WBIB(AM) Centreville, Ala. Filed July 30.

■ WLAU(AM) Laurel, Miss. (1430 khz; 5 kw-D)—Seeks assignment of license from Southland Inc. to W.B. Holloway for $11,475, comprising $1,047.50 cash and balance in note at 10% over 10 years. Seller is owned by Anita Smith, president, who has no broadcast interests. Holloway is president of Laurel accounting firm, Holloway and Associates. He has no other broadcast interests. Filed July 30.

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■ WAZF(AM) Yazoo City, Miss. (1230 khz; 1 kw-D; 250 kw-N)—Seeks transfer of control from Dri-Two Inc., Leo C. Talsky and William F. O'Donnell, 25% each before, to Harold C. Lardinois, 50% before, 100% after for $2. Lardinois has 68½% in WKSH(AM) Sussex, Wis., and 50% interest in WISH(AM) Eau Claire, Wis. Filed July 30.

■ WTMR(AM) Camden, N.J. (800 khz; 5 kw)—Seeks assignment of license from Roberts Broadcasting Group Inc. to Gore-Overgaard Broadcasting Inc. for $1.7 million cash and $30,000 note over three years. Seller is principally owned by Thomas S. Roberts. Buyer is owned by Harold W. Gore, chairman (50%), and Cordell J. Overgaard, president (50%). They have no other ownership interests. Filed July 30.

■ WCMC(AM)-WNBR(FM) Wildwood, N.J. (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Jersey Cape Broadcasting Corp. to Westerly Broadcasting Co. for $1.8 million. Seller is owned by William Wotring, who has no other broadcast interests. Buyer is owned by Natale L. Urso; his wife, Elizabeth, and family. It also owns WERI-AM-FM Westerly, R.I. Filed July 24.

■ WXXA-TV Albany, N.Y.(WXXA-TV: ch. 23; independent; ERP vis. 3,020 kw; aur. 302 kw; HAAT: 1,200 ft.)—Seeks assignment of license from Albany TV 23 Inc. to Heritage Broadcasting Group for $10,100,000. Seller is partnership of L. William Seidman, Orion Pictures Corp., Carl Touhey, Raymond Schuyler, film director Arthur Penn, Norman Hurd, Richard Dunham and general manager James D. Boaz. It has no other broadcast interests. Buyer is Des Moines, Iowa-based group of three TV's headed by Mario F. Iacobelli, who also owns WWTV-TV Cadillac, Mich. Filed July 25.

■ WGCR(AM) Brevard, N.C. (720 khz; 1 kw-D)—Seeks transfer of control from Keith E. Cole (50% before) to Edgar Anglin (50% before, 100% after) for $81,921.50. Neither has other broadcast interests. Filed Aug. 4.

■ WLW(AM) Cincinnati; WSKS(FM) Hamilton, Ohio; WSEV(AM)-WMYU(FM) Sevierville, Tenn., and WYHY (FM) Lebanon, Tenn. (WLW: 700 khz; 50 kw; WSKS: 96.5 mhz; 15 kw; HAAT: 810 ft.; WSEV: 930 khz; 5 kw-D; WMYU: 102.1 mhz; 100 kw; HAAT: 100 ft.; WYHY: 107.5 mhz; 100 kw; HAAT: 730 ft.)—Seeks transfer of control from Republic Broadcasting Corp., to Jacor Communications Inc. for $27,131,250 cash, $4-million note and issuance of 450,000 shares of Jacor common stock. Purchase price will be adjusted to reflect spin-off of WSEV and WSKS. Principal of seller is Cincinnati-based Seven Hills Communications Inc., 25%; remainder of Republic is owned by group of former limited partners including number of station executives. None have other broadcast interests. Seven Hills is principally owned by Robert H. Castellini, 25.87%; Mercer Reynolds, 28.02%, and William O. DeWitt Jr., 25.87%. They have no other broadcast interests. Buyer is Cincinnati-based publicly owned station group of five AM's and six FM's, headed by Terry S. Jacobs, board chairman and CEO, and Frank E. Wood, president and COO. Filed July 31.

■ WDJO(AM)-WUBE(FM) Cincinnati (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 105.1 mhz; 14 kw; HAAT: 920 ft.)—Seeks assignment of license from DKM Broadcasting to American Media Inc. for $9.8 million. Seller is buying Group One Broadcasting Co.'s radio group, comprising KLZ(AM)-KAZY(FM) Denver; WAKR(AM)-WONE-FM Akron, and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas. Buyer is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. Filed July 25.

■ WCUE(AM) Cuyahoga Falls, Ohio (1150 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Sackett Broadcasting Co. to Family Stations Inc. for no consideration. Seller is owned by David L. Brennen, Akron, Ohio-based investor. He has no other broadcast interests. Buyer is nonprofit corporation, headed by Harold Camping, that runs noncommercial radio and television stations. It owns three AM's, 25 FM's and one TV. Filed July 25.

■ WLLT(FM) Fairfield, Ohio (94.9 mhz; 31 kw; HAAT 790 ft.)—Seeks assignment of license from KDW Radio Associates to Hoker Broadcasting Inc. for $5,500,000. Seller is subsidiary of H&W Communications, Honolulu-based group of two AM's and three FM's principally owned by Congressman Cecil Heftel (D-Hawaii) and Ken Wolt. Buyer is owned by Jay Hoker, who owns KCFX(FM) Harrisonville, Mo., and WCRJ-FM Jacksonville, Fla.

■ WTEL(AM) Philadelphia (860 khz; 10 kw-D)—Seeks assignment of license from WTEL Inc. to Beasley Broadcasting of Eastern Pennsylvania Inc. for $2.4 million, comprising $600,000 cash and $1.8 million note at 9%. Seller is owned by Quentin Sturm, general manager of station (50%), and George Hopkinson, president and treasurer WTEL Inc. (50%). Hopkinson has no other broadcast interests. Sturm has interest in WLOI-AM-WCOE-FM LaPorte, Ind. Buyer is owned by George Beasley, president (85%), and six others at 2.5% each. Beasley is group owner of six AM's, 11 FM's and CP for one TV, and one cable system, and has applied to buy two FM's and build one more. His wife, sons and daughter also have interest in several of those stations. Filed July 30.

Summary of broadcasting
as of May 31, 1986

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UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WATS(AM) Sayre, Pa., and WAVR-FM Waverly, N.Y. (AM: 960 khz; 5 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Robert E. Kloss and wife, Virginia C. Kloss, to WATS Broadcasting Inc. (C.C. Carver Jr., Todd E. Bowers, Lawrence F. Brown and wife, Ruth B. Brown) for $470,000. Sellers Robert and Virginia are president and senior vice president, respectively, of stations. Buyers are all employes of stations. Bowers is news and operations manager, Carver is VP and general manager and Brown is engineer. Filed Aug. 1.

■ WMBT(AM) Shenandoah, Pa. (1530 khz; 2.5 kw -D)—Seeks assignment of license from Schuylkill Trans-Audio to J.H. Zerbey Newspapers Inc. for $354,000. Seller is equally owned by Martin F. Malarkey, president, Malarkey-Taylor & Associates, Washington-based cable TV consultant; Louis H. Murray, managing partner and general manager of WMBT, and Pennsylvania National Bank and Trust Co., trustee under will of John L. Miller, deceased partner. They have no other broadcast interests. Buyer is Pottsville, Pa.-based newspaper chain, owned by Paul Orkin and Willis R. Parnell, who share in 99.3% ownership of Zerbey, held in J.H. Zerbey Newspaper Trust. They have no other broadcast interests. Filed July 29.

■ WPMT(TV) York, Pa. (ch 43; 110 kw vis.; 11 kw aur.; HAAT: 1,440)—Seeks assignment of license from Mohawk Broadcasting Ltd. to Westport York Associates for $13,850,000. Buyer is owned by Jonathan Hayes (49%), former executive with Westinghouse Broadcasting, and Michael Rosenthal (49%). Rosenthal is New York-based investment banker, most recently managing director of Wesray Capital Corp. Their wives own 1% each. They have no other broadcast interests. Seller is limited partnership, with Kapuna Inc. (20%) general partner. Kapuna is principally owned by John Serrao, general manager, WATL-TV Atlanta, and Cary Jones, general manager of KTRV(TV) Nampa, Idaho. Other 80% of seller is owned by about 20 limited partners, including Odyssey Partners, New York. Filed July 30.

■ KOKE(AM) Austin, Tex. (1370 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from KOKE Inc. to West Bank Broadcasting Corp. for 1,500,000. Seller is owned by Iva Lea Worley Barton and son, David R. Worley Jr., who also own KOKE-FM Austin, subject to FCC approval of sale of that station to Keymarket Communications for $15 mil-

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Broadcasting Aug 18

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...and keeping tabs on CBS

Vol. 111 No. 7

Broadcasting ▰ Aug 18

Keeping an eye on CBS
Sifting through the meaning of the must-carry NOI's

ROCKING THE ROCK □ Laurence Tisch ups his holdings in CBS to 24.9%, prompting speculation about network's future control. **PAGE 35.**

IN THE PAPER □ In FCC's passage of must-carry rule were raft of notice of inquiry's looking at competition in general and syndicated exclusivity, compulsory license and telco crossownership in particular. **PAGE 36.** Although telco issue is a concern to cable, top industry officials say mountains would have to be moved before telco crossownership prohibitions could be removed. **PAGE 37.**

GETTING A JUMP □ NBC and CBS jockey for fall starting positions in announcing dates for new season premieres. **PAGE 39.**

SPOT ACTIVITY □ Barometer of spot advertising marketplace is healthier than network advertiser counterpart. **PAGE 38.**

BETWEEN THE LINES □ Senate passes funding measure that includes action on VHF-UHF swaps, fairness inquiry. **PAGE 40.**

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LATE-NIGHT DILEMMA □ Fox Broadcasting's Joan Rivers and King World's David Brenner are two late-night shows hampering efforts by networks to clear their own offerings in that time period. **PAGE 57.**

DOTTED LINE □ Emmis Broadcasting closes on its deal to buy three Doubleday stations. **PAGE 62.**

NEWCITY FORMATION □ Management buyout of Katz Broadcasting has been completed. New name will be NewCity Communications. **PAGE 63.**

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PUBLIC REORGANIZATION □ New Jersey senate examining proposal to make public broadcasting in that state more independent. **PAGE 66.**

RADIO DBS □ Houston entrepreneur planning direct broadcast radio service. **PAGE 69.**

TRANSMITTER BUY □ Thomson-CSF purchases Massachusetts-based Comark Communications. **PAGE 72.**

WASHINGTON WATCHER □ Time Inc.'s chief Washington lobbyist, Brian Conboy, has his hands full protecting the interests of leading cable programing services, cable systems and publishing interests. **PAGE 95.**

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Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 10-12—*National Religious Broadcasters* Southeastern regional convention. Heritage Village USA, Charlotte, N.C. Information: (804) 528-2000.

Sept. 10-13—Radio '86 Management and Programing Convention, sponsored by *National Association of Broadcasters*. New Orleans Convention Center.

Sept. 10-13—*American Association of Advertising Agencies* Western region convention. Speakers include Bart Cummings, chairman emeritus, Compton Advertising; Robert Jacoby, chairman, Ted Bates Worldwide; Charles Peebler Jr., chief executive officer, Bozell, Jacobs, Kenyon & Eckhardt, and Arthur Nielsen Jr., chairman, A.C. Nielsen Co. Hyatt Lake Tahoe Resort, Incline Village, Nev. Information: (213) 657-3711.

Sept. 11—*American Women in Radio and Television, Southern California chapter*, and *TV Guide* magazine luncheon, featuring look at new television season. Sheraton Premiere hotel, Los Angeles. Information: Nancy Logan, (213) 276-0676.

Sept. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Valley Forge Hilton, King of Prussia (Philadelphia), Pa. Information: (212) 751-7770.

■ **Sept. 11**—*Women in Cable, Chicago chapter*, dinner meeting. Ambassador West hotel, Chicago.

Sept. 11-13—*Public Radio in Mid America*. Charleston Place, Charleston, S.C. Information: (504) 286-7000.

Sept. 11-14—*International Institute of Communications* conference on world communications. Edinburgh Sheraton hotel, Edinburgh, Scotland. Information: (01) 388-0671.

Sept. 13—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: International Council, 509 Madison Avenue, suite 1606, New York, N.Y. 10022.

Sept. 14-16—*National Religious Broadcasters* NRB West '86, regional convention. Marriott Airport hotel, Los Angeles. Information: (818) 246-2200.

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Sept. 14-16—*Rocky Mountain Public Radio* annual fall meeting. Radisson Suite hotel, Tucson, Ariz. Information: (303) 351-2915.

Sept. 14-16—*Nevada Broadcasters Association* annual meeting. Hyatt Lake Tahoe, Lake Tahoe, Nev.

Sept. 15-17—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Marriott Marquis hotel, New York. Information: (703) 522-0883.

Sept. 17—*Ohio Association of Broadcasters* small-market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

Sept. 17—*Connecticut Broadcasters Association* annual meeting and fall convention. Hartford Marriott, Farmington, Conn. Information: (203) 775-1212.

Sept. 17—"The Future of Animation," panel discussion sponsored by *International Animated Film Association*. Bank of America Center, San Francisco. Information: (415) 386-1004.

Sept. 17—Third annual *Walter Kaitz Foundation* awards dinner, honoring Bill Daniels, Daniels & Associates, Denver. Plaza hotel, New York.

Sept. 17—*National Academy of Cable Programing* luncheon, to discuss "dynamics of today's television hierarchy and the programing marketplace." Panelists include Thomas Burchill, Lifetime; Terrence Elkes, Viacom; John Malone, TCI; Fred Pierce, former president, ABC, and Marvin Kaslow, Bristol-Myers. Waldorf-Astoria, New York. Information: Michael Capes, (212) 719-8942.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles. Information: (212) 751-7770.

■ **Sept. 17**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert MacNeil, executive editor and co-anchor, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

Sept. 17-18—Conference for journalists, "A Democratic or Republican Year?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Errata

Ed Friendly has been named to emeritus status at Caucus for Producers, Writers and Directors, Los Angeles, not John Mantley as reported in July 28 "Fates and Fortunes."

□

In Aug. 11 "Open Mike" from **Richard A. Rudman,** president of the Society of Broadcast Engineers and engineering manager of KFWB(AM) Los Angeles, typographical error changed meaning of sentence. Correct wording is: "Now that the FCC has stepped aside, and *microprocessors* [not microphones as printed] run our stations, we dare not wait for you to come to us to ask the right questions."

□

In Aug. 4 **football rights** capsule on **St. Louis Cardinals,** FM station simulcasting coverage originated by co-owned KMOX(AM) should have been identified as **KHTR(FM).**

□

Aug. 4 "Cablecasting" on **Comcast Cable Communications Inc.** signing new five-year agreement to carry **Black Entertainment Television** on majority of its systems incorrectly reported that BET will now be seen in more than 618,000 cables homes and will pass 1.1 million homes. **BET is carried by 700 systems serving more than 11 million households.**

Sept. 17-19—*Magnavox* mobile training seminar for cable. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

Sept. 18—"The State of the Media Worldwide," conference sponsored by *World Press Institute*. Macalester College, St. Paul. Information: (612) 696-6360.

Sept. 18—*Ohio Association of Broadcasters* small-market radio exchange. Holiday Inn, Wapakoneta, Ohio.

Sept. 18—*Women in Cable, Washington chapter*, "roast" of Ted Turner, chairman, Turner Broadcasting System. Proceeds from roast will go to Better World Society. Vista International hotel, Washington.

■ **Sept. 18**—Annual Everett C. Parker Ethics in Telecommunications lecture, sponsored by *United Church of Christ* and *United Council of Churches*. Speaker: Representative Al Swift (D-Wash.) Interchurch Center, New York. Information: (212) 683-5656, extension 190.

■ **Sept. 18**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn-Airport, Portland, Ore.

Sept. 18-19—36th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Washington hotel, Washington. Information: John Kean, (202) 659-3707.

Sept. 19—*Ohio Association of Broadcasters* small-market radio exchange. The Centrum, Cambridge, Ohio.

Sept. 19—Deadline for entries in news writing competition, sponsored by *Atomic Industrial Forum*, for "significant contributions ... to public understanding of nuclear energy." Information: Virginia Ridgway, AIF, #1150, 1747 Pennsylvania Avenue, N.W., Washington, 20006.

Sept. 19-21—*Maine Association of Broadcasters* annual convention. Speaker: William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y. Sebasco Estates, Sebasco, Me.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Sept. 21—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 21-24—Sixth annual conference of *National Association of Telecommunications Officers and Advisers*, affiliate of National League of Cities. Speakers include Cathy Reynolds, National League of Cities; Brian Lamb, C-SPAN; Irving Kahn, Broadband Communications, and Gene Webb, Management Information Systems. Hershey hotel, Philadelphia. Information: (202) 626-3250.

Sept. 22-24—*Magnavox* mobile training seminar. Quality Inn, Westboro, Mass. Information: (800) 448-5171, extension 389.

Sept. 23—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Sept. 23—*Wisconsin Broadcasters Association* sales seminar. Civic Center, Eau Claire, Wis.

Sept. 23—*Cable Television Administration and Marketing Society* general managers seminar. Hyatt Regency, Columbus, Ohio. Information: Judith Williams, (202) 371-0800.

Sept. 23-25—Great Lakes Cable Expo, "Cable at Your Service," sponsored by *cable TV associations of Illinois, Indiana, Michigan and Ohio*. Keynote speaker: Jim Mooney, president, National Cable Television Association. Ohio Center, Columbus, Ohio. Information: (614) 461-4014.

Sept. 23-28—*Women in Communications* national professional conference. Sheraton Center, New York.

Sept. 24—*Wisconsin Broadcasters Association* sales seminar. Radisson hotel, Oshkosh, Wis.

■ **Sept. 24**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring George Kaufman, chairman of the board, and Michael Bennahum, president, Kaufman Astoria Studios, New York. Copacabana, New York.

NBC takes the week; CBS first in news

NBC won the prime time race for the week ending Aug. 10 with an average 12.8/25, followed by CBS, which averaged a 10.3/20, and ABC with a 9.9/19. A year ago, the networks finished in the same order: NBC, 12.6/23, CBS, 11.3/21 and ABC, 11.2/21. In the evening news race for the week, CBS took the honors, with an average 9.8/21, followed by NBC with a 9.4/21 and ABC with a 9.1/20. A year ago the numbers were: CBS, 10.4/23, ABC, 9.1/20 and NBC, 9.0/20.

For the first 16 weeks of the summer season, NBC leads with an average 13.4/25, followed by ABC with an 11.7/22, with CBS a close third at 11.6/21. After 16 weeks in the rerun season in 1985 the standings were: NBC, 13.4/24, CBS, 12.5/23 and ABC, 11.1/20. That means NBC is about flat in the post-season race to date, while ABC is up about 5% and CBS is down about 7%.

The level of homes using television in prime time for the week was 51.9%, compared to 53.7% a year ago.

CBS took Monday with its regular lineup (14.3/26), beating NBC's regular lineup (13/24) as well as ABC's *Monday Night Baseball*, which consistently finishes third (9.6/18). ABC took Tuesday with its regular lineup (13.9/26), beating the regular competition on NBC (9.9/18) and CBS (9.7/18). NBC won Wednesday (13.1/24) beating ABC's *Perfect Strangers*, *MacGyver*, and *Hotel* (10.9/24) and a repeat broadcast of Part I of the CBS mini-series, *Christopher Columbus*. NBC won handily on Thursday with *Cosby* and company (19.7/37), beating ABC's regular fare (8.5/16) and Part II of *Christopher Columbus* on CBS (7.2/13). Friday went to NBC as well (12.8/26), led by *Miami Vice* and *Stingray* at 9 p.m. and 10 p.m. respectively, beating a rejected pilot on ABC at 9 p.m., *Rowdies*, and *Love Boat* at 10 p.m. (7.8/16), and a first-run made-for on CBS, *Fish Hawk* (7.3/15). NBC took Saturday (11.7/25) against regularly scheduled fare on CBS (8.2/17) and ABC (6.1/13). CBS won Sunday (16.5/32) beating movies on ABC (11/21) and repeats on NBC, except for the limited-run series, *Dalton's Code of Vengeance*, (8.3/16).

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.8/50
2.	Family Ties	NBC	24.0/46
3.	Cheers	NBC	21.6/39
4.	Night Court	NBC	20.4/37
5.	Murder, She Wrote	CBS	18.0/35
6.	Kate & Allie	CBS	16.9/29
7.	Miami Vice	NBC	16.7/33
8.	60 Minutes	CBS	16.5/36
9.	Newhart	CBS	16.2/28
10.	Who's the Boss	ABC	15.9/32
11.	Golden Girls	NBC	15.8/32
12.	He's Fired, She's Hired	CBS	15.7/28
13.	You Again	NBC	15.4/27
14.	Perfect Strangers	ABC	15.3/29
15.	Gimme A Break	NBC	14.4/28
16.	20/20	ABC	14.2/27
17.	Moonlighting	ABC	14.2/26
18.	Cagney & Lacey	CBS	14.1/26
19.	Elephant Man	NBC	13.3/24
20.	Hill Street Blues	NBC	13.2/26
21.	Valerie	NBC	12.9/26
22.	Highway to Heaven	NBC	12.9/25
23.	Stingray	NBC	12.7/26
24.	Amazing Stories	NBC	12.7/24
25.	This is Elvis	NBC	12.7/23
26.	Scarecrow & Mrs.King	CBS	12.3/24
27.	North Star	ABC	12.2/22
28.	Spenser: For Hire	ABC	12.0/23
29.	Equalizer	CBS	11.7/22
30.	St. Elsewhere	NBC	11.6/22
31.	Perfect Strangers	ABC	11.3/23
32.	227	NBC	11.2/25
33.	G. Brown & Midnite Brewster	NBC	11.3/23
34.	Hotel	ABC	11.0/21
35.	Mr. Belvedere	ABC	10.9/23
36.	Hunter	NBC	10.9/19
37.	MacGyver	ABC	10.8/19
38.	Webster	ABC	10.6/23
39.	Mr. Sunshine	ABC	10.5/20
40.	Facts of Life	NBC	10.1/24
41.	Magnum P.I.	CBS	10.1/18
42.	1986	NBC	10.0/19
43.	Monday Night Baseball	ABC	9.6/18
44.	Knight Rider	NBC	9.1/19
45.	Love Boat	ABC	8.9/18
46.	Mommie Dearest	CBS	8.7/18
47.	A-Team	NBC	8.7/17
48.	Dalton: Code of Vengeance	NBC	8.3/16
49.	Twilight Zone	CBS	8.0/17
50.	Punky Brewster	NBC	7.4/16
51.	Two and One Half Dad	ABC	7.4/16
52.	Simon & Simon	CBS	7.4/14
53.	Fish Hawk	CBS	7.3/15
54.	Columbus, pt. 2	CBS	7.2/13
55.	Columbus, pt. 1	CBS	6.8/13
56.	Rowdies	ABC	6.7/13
57.	Silver Spoons	NBC	6.5/15
58.	Amazons	ABC	6.4/13
59.	Benson	ABC	6.2/14
60.	Ripley's Believe It or Not	ABC	5.8/11
61.	Melba	CBS	5.4/13
62.	The Colbys	ABC	5.4/10
63.	Diff'rent Strokes	ABC	5.0/12

*indicates premiere episode

Stay Tuned

The second prime time edition of **NBC-TV's** *Today* is scheduled for Thursday, Sept. 11, at 10-11 p.m. *Today at Night* will be broadcast live from the back lot of Universal Studios in Los Angeles for the show's examination of the past, present and future of television. Anchor Bryant Gumbel and weatherman Willard Scott will be on location; news anchor John Palmer and critic Gene Shalit will be in New York. ■ NBC's *Search for Tomorrow* celebrates its 35th anniversary on Sept. 3. For the week preceding the anniversary, a series of one-minute spots will air at the end of each episode featuring a celebrity from the show's past, including Don Knotts, Ken Kercheval, Joel Higgins, Robert Mandan and Hal Linden. The program's Sept. 3 broadcast will be a retrospective, focusing on Mary Stuart, who has been with the show since the first episode, and Larry Haines, who joined several months later. ■ Gordon Liddy will return to *Miami Vice* in a new episode currently in production for NBC. The convicted Watergate conspirator will again play the part of Colonel Maynard, a "diabolical" former military officer. This time Maynard's paramilitary troops will be "wreaking havoc" in Nicaragua.

□

Daytime serial actor Peter Simon is returning to his role as Dr. Ed Bauer on **CBS's** *The Guilding Light* after a two-year absence. Simon, who first joined the program in 1981, returns today (Aug. 18).

□

In production: Filming began today (Aug. 18) in Paris on *Murder on the Rue Morgue*. George C. Scott will star in this production for Robert Halmi. The classic mystery tale will be broadcast as a *CBS Movie of the Week*. ■ *Barnum* will star Burt Lancaster in this CBS biography of Phineas T. Barnum currently shooting in Montreal. Hanna Schygulla will star as Jenny Lind in the Robert Halmi production.

A professional's guide to the intermedia week (Aug. 18-24)

Network television □ **ABC:** *Webster* (original episode features National Crime Prevention Council mascot, "McGruff"), Wednesday, 8:30-9 p.m. NFL pre-season game, Dallas Cowboys host Pittsburgh Steelers, Friday, 8 p.m. to conclusion. *ABC's Wide World of Sports*, (live broadcast of 1986 Little League Baseball World Championship), Saturday, 4-6 p.m. **CBS:** *Sophie's Choice*, (network TV premiere in CBS special movie presentation), Wednesday, 8-11 p.m. **NBC:** *ABC's Monday Night Baseball*, New York Mets vs. L.A. Dodgers, at Dodger stadium, Monday, 8 p.m. to conclusion. **PBS:** *Winston Churchill: The Wilderness Years*, (first of eight installments on *Masterpiece Theatre*), Sunday, 9 p.m.

□

Network radio □ **CBS:** *In Touch/ West 57th*—(Jane Wallace covers the dangers of synthetic drugs, Bob Sirott examines sport parachuting, and John Ferrugia reports on a team of surgeons who go airborne to help patients in Third World countries.), Friday, 30 minutes (check local listings). *Newsmark*—"The Cost of Equality" (correspondent Judy Muller looks at the gains and losses made by women over the last 20 years), Friday, 2:30-3 p.m.

□

Museum of Broadcasting (1 East 53d Street, New York) *The Cage* original 1964 pilot for *Star Trek*, through Sept. 18. Also: *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, featuring all 40 installments of "Jet Fuel Formula," the first Rocky and Bullwinkle epic, through Sept. 18. *Vision of Ernie Kovacs*, exhibit featuring screenings of 50 comedy programs, through Sept. 4. Information: (212) 752-7684.

Carlton, Sarasota, Fla.-based investor with no other broadcast interests. Filed Aug. 4.

■ WRIP(AM)-WOWE(FM) Rossville, Ga. (AM: 980 khz; 500 w-D; FM: FM: 105.5 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from WOWE Inc. to Chattanooga Radio Limited Partnership for $1,150,000, comprising $700,000 cash and $250,000 note, plus $200,000 noncompete agreement. Seller is principally owned by David King, Anita Parinello, Ron Gillenardo and Ross Fleischman. It is buying, subject to FCC approval, KITE-FM Portland, Tex. ("Changing Hands," June 16). Buyer is owned by USA Development Inc. (50%) and The Zitelman Group Inc. (50%). USA is owned by Norman Understein. Zitelman Group is owned by Richard Zitelman. Understein is Bethesda, Md.-based investor. Zitelman is Chevy Chase, Md.-based broadcast consultant. They have no other broadcast interests. Filed Aug. 4.

■ WALY(AM) Gray, Ky. (1590 khz; 500 w-D)—Seeks assignment of license from Patricia L. Powell to Crown Communications Inc. for $470,000 comprising $250,000 cash and two notes, one for $170,000 at 7% for 11 years and one for $50,000 at 7% for 5 years. Seller has no other broadcast interests. Buyer is owned equally by Larry A. Burdette, president; David Carrier, and Joseph B. Kesler III (33⅓% each). Burdette is station manager at station. Carrier is account executive and Kesler is promotion and cable coordinator with WYMT(TV) Hazard, Ky. Filed Aug. 1.

■ WQBC(AM) Vicksburg, Miss. (1420 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Hol-Co Inc. to V-C Enterprises Inc. for $22,500 cash and assumption of liabilities. Seller is principally owned by Frank J. Holifield, who has no other broadcast interests. Buyer is owned by Richard A. Vork, president (50%), and Elizabeth T. Cooper (50%). Cooper's father, Owen Cooper, has interest in WLBT-TV Jackson, Miss. Filed Aug. 4.

■ WILS-AM-FM Lansing, Mich. (1320 khz; 5 kw-D; 1 kw-N; FM: 101.7 mhz; 3 kw; HAAT: 180 ft.)—Seeks assignment of license from Sentry Broadcasting Inc. to North Star Broadcasting Inc. for $2,820,000 cash, including $970,000 noncompete agreement. Seller is owned by Sentry Insurance. Buyer is owned by R. Charles McLravy (20%); InterFirst Venture Corp. (75%) and Communications Partners Ltd. (5%). InterFirst has interest in American Cablesystems Corp. and in WLBT-TV Jackson and WLBM-TV Meridian, both Mississippi. CPL has interest in Universal Cable Communications and in KCFX-FM Harrisonville, Ohio. It is buying, subject to FCC approval, WCRJ-FM Jacksonville, Fla., and WLLT-FM Fairfield, Ohio. McLravy has interest in WLAJ-TV Lansing, Mich. Filed Aug. 1.

■ KMOB Moab, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Long Lines Broadcasting Inc. to Moab Broadcasting and Television Corp. for $10 and forgiveness of debt. Seller is owned by Joe D. Kingsley, Royce Henningson, Linda Ottersbach and Country Investments (25% each). They have no other broadcast interests. Buyer is owned by principally owned by Dixie L. Barksdale, president, Craig V. Wirth, and Randall J. Taylor. It has no other broadcast interests. Filed July 30.

New Stations

FM's

■ Bedford, N.H.—Donna M. MacNeil seeks 96.5 mhz, 3 kw, HAAT: 171 ft. Address: 24 Wendover Way, Bedford, N.H. 03102. Applicant has no other broadcast interests. Filed Aug. 4.

■ Bedford, N.H.—Vernon C. Floyd seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: Route 11, Box 2712, Hattiesburg, Miss. 39401. Principal has interest in WORV(AM)-WJMG(FM) Hattiesburg, Miss. Filed Aug. 4.

■ Bedford, N.H.—Gladys E. and Robert R. Powell seek 96.5 mhz, 3 kw, HAAT: 328 ft. Address: Pinkham Notch Rd., Box 326, Jackson, N.H. 03846. Gladys Powell is managing general partner and 80% owner of applicant. She is general manager of WMOU-FM Berlin, N.H. Robert Powell is general partner and 20% owner of applicant, and is employed as sales representative at WMOU-FM. Their son and daughter, Stephen E. Powell and Deborah P. Stever, also have interest in WMOU-FM. Filed Aug. 4.

■ Bedford, N.H.—Appledore Communications seeks 96.5 mhz, 1.4 kw, HAAT: 460 ft. Address: 116-D South River Rd., Bedford, N.H. 03102. Applicant is wholly owned by Steven A. Silberburg, who also has interest in WHAV(AM)-WLYT(FM) Haverhill, Mass. Filed Aug. 4.

■ Bedford, N.H.—Bedford Radio Broadcasting Co. seeks 96.5 mhz, 3 kw, HAAT: 90 ft. Address: 12 Great Brook Dr., Milford, N.H. 03055. Applicant is owned by Gail G. Gunn, who is employed by WNDS(TV) Derry, N.H. Filed Aug. 4.

■ Bedford, N.H.—Airwave Communications Inc. seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: 105 Chestnut Hill Lane, Stamford, Conn. 06903. Applicant is owned by Joseph G. Feintuck, who has no other broadcast interests. Filed Aug. 4.

■ Bedford, N.H.—Satellite Systems Engineering Inc. seeks 96.5 mhz, 1.35 kw, HAAT: 492 ft. Address: 7315 Wisconsin Ave., Suite 521 E, Bethesda, Md. 20814. Applicant is Maryland corporation owned by Wilbur L. Pritchard, president (55.29%); Rheinhard Stamminger (12.06%), and 16 others at less than 5% each. Pritchard's wife, Kathleen, owns 3.62% of stock, and his daughter, Ruth, owns 1.91%. They have no other broadcast interests. Filed Aug. 4.

■ Bedford, N.H.—Benjamin Macwan seeks 96.5 mhz, 3 kw, HAAT: 327 ft. Address: 47-01 Newton Rd., Long Island, N.Y. 11103. Applicant is former radio host and producer with interest in app.'s for one new TV and five new FM's. His son, David, has interest in app. for new TV at Hardeeville, S.C. Filed Aug. 4.

■ Bedford, N.H.—Colonial Communications seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: 154 Joppa Hill Rd., Bedford, N.H. 03102. Applicant is owned by James Gold, who is acting station manager and sales manager of WFEA(AM) Manchester, N.H. His father, Robert, has interest in WPOR-AM-FM Portland, Me., and WFEA. Filed Aug. 1.

■ Bedford, N.H.—Kirkley Paige Beal seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: 1829 Chantilly Ct., Virginia Beach, Va. 23451. Applicant is general sales manager at WMYK(AM)-WZAM(FM) Elizabeth City, N.C. She is app. for new TV's at Bridgewater, Va., and Topsham, Me. Filed Aug. 1.

■ Bedford, N.H.—Michael J. Hughes seeks 96.5 mhz, 1.53 kw, HAAT: 459 ft. Address: 111 Lake Shore Rd., Salem, N.H. 03079. Applicant is operations manager for WVNH(AM) Salem, N.H. He has no other broadcast interests. Filed Aug. 4.

■ Bedford, N.H.—Bedford Broadcasting Service seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: c/o 9235 N.E. 175th, Bothell, Wash. 98011. Applicant is owned by Bernadette Boozer (51%) and Duane J. Polich (49%). Boozer has interest in app. for new FM at Oswege, N.Y. Polich has interest in KLCK(AM) Goldendale, Wash., and in app.'s for new FM's at Pullman, Wash., and Oswego, N.Y. Filed Aug. 4.

■ Bedford, N.H.—Susan R. Beauchamp seeks 96.5 mhz, 2 kw, HAAT: 395 ft. Address: 1640 Worcester Rd., Apt. 303D, Framingham, Mass. 01701. Principal has no other broadcast interests. Filed Aug. 4.

■ Bedford, N.H.—Bedford Concepts seeks 96.5 mhz, 1.45 kw, HAAT: 465 ft. Address: P.O. Box 2883, Woburn, Mass. 01888. Applicant is owned by Philip J. Shea and his wife, Patrice. Shea is senior broadcast technician at WRKO(AM)-WROR-FM Boston and chief engineer at WROL(AM) Boston. Filed Aug. 4.

Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Bedford, N.H.—Interstate Communications seeks 96.5 mhz, 1.8 kw, HAAT: 420 ft. Address: 17 Scotland Rd., Kingston, N.H. 03848. Applicant is owned by Richard A. DeFabio (13.3%); his wife, Laura (20%); Sheila Steele (33.3%), and Susan Tucker (33.3%). Richard DeFabio is local sales manager at WNDS(TV) Derry-Manchester, N.H., and has interest with Steele and Tucker in WYRY-FM Hinsdale, N.H. Filed Aug. 4.

■ *Belpre, Ohio—Lower Ohio Valley Educational Corp. seeks 91.7 mhz, 0.110 kw, HAAT: 428 ft. Address: P.O. Box 473, Belpre, Ohio 45714. Applicant is owned equally by Anthony L. Atkinson, Glenn Newman, William White, John Horner and Britt Jones (20% each). It is app. for new noncommercial FM at Vienna, W. Va. Filed Aug. 5.

■ Sturtevant, Wis.—R.A.D. Broadcasting Corp. seeks 104.7 mhz, 1.55 kw, HAAT: 442 ft. Address: 4325 Woodland Trail, Sturtevant, Wis. 53177. Applicant is owned by Norris F. Richardson, president (50%); David B. Daniels (25%), and Michael H. Andreasen (25%). They have no other broadcast interests. Filed Aug. 5.

New TV's

■ Charlotte Amalie, V.I.—Franklin D. Graham seeks ch. 43; ERP: 8.7096 kw vis., 0.87096 kw aur.; HAAT: 423 ft.; ant. height above ground: 130 ft. Address: 301 Guinea Rd., Stamford, Conn. 06903. Principal is applicant for new FM's in Montecito, Calif., and Orlando, Fla., and for new TV in Christiansted, V.I. Filed Aug. 5.

■ Marion, Ind.—Gerald J. Robinson seeks ch. 23; ERP: 5,000 kw vis., 600 kw aur.; HAAT: 968 ft.; ant. height above ground: 967 ft. Address: 2250 Seymour Ave., Cincinnati 45212. Applicant has no other broadcast interests. Filed Aug. 1.

■ Crockett, Tex.—William Sanders seeks ch. 40; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 344.1 ft.; ant. height above ground: 447.5 ft. Address: 3928 River Rd., Atlanta 30049. Applicant has no other broadcast interests. Filed July 28.

Facilities Changes

Applications

AM's

Tendered

■ WBHY (840 khz) Mobile, Ala.—Seeks CP to increase power to 10 kw and install DA-D. App. Aug. 5.

■ WLFF (680 khz) St. Petersburg, Fla.—Seeks CP to add night service with 7 kw and install DA-N. App. Aug. 6.

■ WKDX (1250 khz) Hamlet, N.C.—Seeks CP to change freq. to 1240 khz. App. Aug. 8.

Accepted

■ KRDZ (900 khz) Del Norte, Colo.—Seeks MP to change TL. App. Aug. 7.

■ KPPL (1390 khz) Denver—Seeks CP to change TL and make changes in ant. sys. App. Aug. 7.

■ KDEO (940 khz) Waipahu, Hawaii—Seeks CP to make changes in ant. sys. App. Aug. 7.

■ WSGH (1040 khz) Lewisville, N.C.—Seeks MP to operate transmitter by remote control. App. Aug. 7.

■ WNOW (1030 khz) Mint Hill, N.C.—Seeks MP to operate transmitter by remote control. App. Aug. 7.

■ KRAD (1040 khz) Perry, Okla.—Seeks MP to operate transmitter by remote control. App. Aug. 7.

FM's

Tendered

■ WDJC (93.7 mhz) Birmingham, Ala.—Seeks CP to install aux. sys. App. Aug. 6.

■ *WYFB (90.5 mhz) Gainesville, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Aug. 8.

■ *WUWF (88.1 mhz) Pensacola, Fla.—Seeks CP to change HAAT to 616.97 ft. and change TL. App. Aug. 5.

■ KHOM (104.1 mhz) Houma, La.—Seeks mod. of CP to change TL and change HAAT to 1,943.73 ft. App. Aug. 6.

■ *KXMS (88.7 mhz) Joplin, Mo.—Seeks CP to change

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 25

In this keep-up-with-the-other-guys world of TV news, we here at Conus think it's important to remember who the other guys are trying to keep up with.

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55th Year 1986

Vol. 111 No. 8

Broadcasting Aug 25

Bearing down on RTNDA '86
The Bass-Taft family story
Sifting through the tax bill

SIFTING DATA ☐ Tax bill represents different benefits and costs to different factions of Fifth Estate. **PAGE 43.**

LATE FINISHER ☐ GTE Spacenet is on the verge of securing lucrative satellite contracts for network satellite newsgathering operations. **PAGE 44.**

TAKING AN INTEREST ☐ Bass family purchases of Taft stock leads to question of what is in store for Cincinnati-based broadcaster. **PAGE 46.**

DAYTIME DRAMA ☐ Lilley resigns from CBS; Fuchs takes his place. **PAGE 50.**

RTNDA 86 ☐ Radio-Television News Directors Association set to kick off 41st conference, in Salt Lake City this week. Brokaw, Osgood and Sherr among speakers. **PAGE 58.** Network-affiliate meetings expected to be news-packed, with news cooperatives and satellite newsgathering plans leading discussion. **PAGE 64.**

FALL SCHEDULE ☐ PBS's new programing lineup includes eight new series, 26 specials plus 10 returning series. **PAGE 80.**

VIEWING STUDY ☐ National Commission on Working Women say portrayal of older women on television has improved over last 10 years. **PAGE 82.**

OLYMPIC EFFORT ☐ ABC's coverage of the summer Olympics helps it win lion's share of Sports Emmys. **PAGE 82.**

FOR FALL ☐ De Laurentiis Group producing 100 episodes of new first-run syndicated sitcom for fall 1987. **PAGE 84.**

PRESSING ON ☐ Meredith Corp. takes its fairness doctrine appeal to the Court of Appeals in Washington. **PAGE 88.**

FREE ADVICE ☐ Broadcasters tell FCC what to include in fee collection. **PAGE 92.**

NEW HAUNT ☐ ABC News moves to new location in New York. **PAGE 97.**

AM INPUT ☐ Changing technology and ways to improve AM hot topics on Radio '86 Convention agenda. **PAGE 100.**

CBS BREAKTHROUGH ☐ CBS accepts W.R. Grace & Co. commercial on defict. **PAGE 105.**

SPOT TALK ☐ RAB President Bill Stakelin expects slow growth for spot category in next 10 years. **PAGE 106.**

MUSIC MAN ☐ Robert Henley has led the broadcasters' fight for equitable rates in licensing music. **PAGE 127.**

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George Michael □ WRC-TV Washington (NBC) outstanding sports personality.

Engineering technical supervisors team, technical directors team, senior video operators team, senior audio operators team, videotape operators, graphics, camera operators, electronic camerapersons □ *1984 Summer Olympics* (ABC) outstanding technical team—remote studio.

Phil Tuckett, Hank McElwee, Howard Neef, Jack Newman, Ernie Ernst, Bob Angelo, Donald Marx, Ted Manahan, Bob Smith, Art Spieller, Dan Sheridan, Dave Paul and **Dave Douglas**, cinematographers □ *Road to the Super Bowl '85* (syndicated) outstanding technical team—film: cinematographers, film editors.

Team of associate directors □ *1984 Summer Olympics* (ABC) outstanding associate directors.

Robert Klug, Vincent Cerialo and **Bill Denahy** for *This is the USFL* (syndicated); **Scott L. Rader** for *Breeder's Cup* (Opening Segment) (NBC); **Mike Kostel, Rick Reed, Roger Drake, John Servidio** for *Major League Baseball: An Inside Look* (NBC); **Scott L. Rader, Jeffery Wurtz** for *Sportsworld Americana* (Special Olympics) (NBC); **Carlo Gennarellt, Marvin Gerch, Mike Siegel** and their colleagues for *1984 Summer Olympics* (ABC) □ Outstanding videotape editors.

Wendy Vanguard, Don Venhaus, Roger Goodman □ *Sports Super Bowl XIX* (ABC) outstanding graphics designers.

Dick Shaap for *Sports Features* (ABC); **Joseph Valerio** for *CBS Sports Sunday* (CBS); **Steve Skinner** for *1984 Olympics* (ABC); **Howard Cosell, Ed Silverman, Noubar Stone, James Roberts, Peter Bonventre, Michael Marley, Kevin Granath** for *ABC Sportsbeat* (ABC) □ Outstanding sports journalism.

Roone Arledge, Amy Sachs, Joel Feld, Dennis Lewin for *Race Across America* (ABC); **John Wilcox, George Bell, Curt Gowdy** for *American Sportsman-20th Anniversary Moment* (ABC) □ Program achievement.

Roone Arledge, Carol Lehti for *1984 Special Olympics Closing "Ode to Joy"* (ABC); **Roone Arledge, Jonathan Lory, Amy Sachs, Theresa Mader, Al James** for *Wide World of Sports 1984 Year End Show* (ABC); **Marvin Bader** for *1984 Summer Olympics* Chief Olympic Organization Coordinator (ABC) □ Individual achievement.

DEG producing 'instant' strip

Silverman and Farr to collaborate on first-run syndicated sitcom, 'Honeymoon Hotel,' starring Isabel Sanford

Sanford

De Laurentiis Entertainment Group, with the creative team of Fred Silverman and Gordon Farr, will produce 100 episodes of a first-run syndicated sitcom that will debut as a strip in the fall of the 1987-88 season. DEG will achieve the "instant strip" by producing one episode per day in the manner of a network soap opera.

The show, *Honeymoon Hotel*, will star Isabel Sanford, who appeared on *The Jeffersons* for 11 years and *All in the Family* for four years before that. Each episode will feature a guest star.

As a first-run series with no previous network exposure, *Honeymoon Hotel* will be available to affiliates in the top 50 markets as well as to independents for use during access (5-8 p.m.).

To make cash sales of the series affordable, DEG executive vice president, Paul Rich, said that "incredible economies of scale" will be achieved in its production. The cost of an episode of *Honeymoon Hotel* will come to roughly $100,000. Rich said it would be unfair to judge the quality of the show on the basis of its cost.

"Dollars don't equal success. We're saying the idea is correct." Rich said the show will have the look of a network prime time half-hour.

'Human Animal' a hit for NBC

NBC enjoyed another summer prime time ratings victory during the week of Aug. 11-17, with a 13.8 rating and a 26 share. CBS finished the week with a 10.6/20, and ABC with a 10.2/19. The order of finish was the same for the comparable week a year ago, when NBC won by a smaller margain with a 12.8/23, compared to a 12/22 for CBS and an 11.2/20 for ABC.

The evening news race also found NBC on top with a 9.7/21, compared to a 9.4/20 for CBS and an 8.6/19 for ABC. According to NBC, the share for *CBS Evening News* was its lowest since the 1984 Olympics. A year ago CBS won the news race with an 11.6/25 to ABC's 9.1/19 and NBC's 9/19.

David F. Poltrack, CBS vice president of research, said that CBS keeps track of evening news ratings, not shares. So he could not say whether the share was the lowest in CBS history. On two other occasions when its news had 9.4 ratings, Poltrack said, CBS had 21 shares.

NBC's ratings win was highlighted by the special series, *The Human Animal*, hosted by Phil Donahue, which averaged a 16.1/30. *The Human Animal* won its 10-11 p.m. time period every night it was on (on Tuesday, when all three network schedules were changed by a presidential news conference, the second episode began at 10:41). The consecutive 10-11 wins for NBC were its first since the week of Sept. 15, 1980, when the mini-series *Shogun* ran during that time period.

Compared to the same week last year, HUT levels (homes using television) were down 4% at 53.2.

NBC had a Monday night win thanks to the fifth-place *NBC Monday Night Movie, Family Secrets* (18.6/33), and the third-ranked first part of *The Human Animal* (20.8/37). Tuesday was an ABC night on the strength of its regular series, *Who's the Boss* (15.4/29) and *Moonlighting* (17/30). Wednesday was an NBC win on the strength of its regular schedule and 13th-ranked third part of *The Human Animal* (15.1/30). Thursday belonged to NBC with a one-hour *Family Ties* episode (23/42), the week's number-one program.

On Friday, the *A-Team* (10.5/23) achieved the highest share for NBC in the 8-9 p.m. time period since March. NBC had a Saturday win with an NFL pre-season game (9.6/21), and CBS took Sunday with a sixth-ranked repeat of *Circus of the Stars* (17.7/31).

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	23.0/42
2.	Cosby Show	NBC	22.9/45
3.	Human Animal, pt. 1	NBC	20.8/37
4.	Cheers	NBC	20.3/35
5.	Family Secrets	NBC	18.6/33
6.	Circus of the Stars	CBS	17.7/31
7.	Murder, She Wrote	CBS	17.3/33
8.	Moonlighting	ABC	17.0/30
9.	Human Animal, pt. 2	NBC	15.5/31
10.	Who's the Boss	ABC	15.4/29
11.	Human Animal, pt. 4	NBC	15.3/27
12.	Miami Vice	NBC	15.1/30
13.	Human Animal, pt. 3	NBC	15.1/28
14.	60 Minutes	CBS	14.6/31
15.	Newhart	CBS	14.1/24
16.	You Again	NBC	14.1/24
17.	20/20	ABC	13.7/25
18.	Human Animal, pt. 5	NBC	13.6/27
19.	Hunter	NBC	13.5/23
20.	Highway to Heaven	NBC	13.4/26
21.	MacGyver	ABC	13.3/23
22.	Gimme A Break	NBC	12.9/23
23.	The China Syndrome	ABC	12.8/23
24.	Kate & Allie	CBS	12.8/22
25.	Cagney & Lacey	CBS	12.3/22
26.	Spenser:For Hire	ABC	11.7/22
27.	Hotel	ABC	11.6/21
28.	Equalizer	CBS	11.2/22
29.	Scarecrow & Mrs.King	CBS	11.1/20
30.	Phobia	NBC	11.0/19
31.	Perfect Strangers	ABC	10.8/21
32.	A-Team	NBC	10.5/23
33.	Magnum, P.I.	CBS	10.5/18
34.	227	NBC	10.4/22
35.	A-Team	NBC	10.1/19
36.	Crazy Like A Fox	CBS	10.1/18
37.	Trapper John, M.D.	CBS	10.0/18
38.	Football: Dallas vs. L.A.Raiders	NBC	9.6/21
39.	Love Boat	ABC	9.6/19
40.	Mr. Sunshine	ABC	9.5/18
41.	Monday Night Baseball	ABC	9.4/17
42.	The Ewok Adventure	ABC	9.3/19
43.	Fuzzbucket/Deacon St.	ABC	9.1/18
44.	Bon Voyage, C. Brown	CBS	9.0/17
45.	Price Is Right	CBS	8.9/17
46.	Atlantic City	CBS	8.8/16
47.	Facts of Life	NBC	8.6/20
48.	Dalton: Code of Vengeance	NBC	8.1/15
49.	Simon & Simon	CBS	8.0/15
50.	S.O.B.	CBS	7.9/16
51.	Twilight Zone	CBS	7.8/17
52.	Football: Cleveland vs. Miami	ABC	7.5/16
53.	The Pirate Movie	CBS	7.2/14
54.	Rita	CBS	7.1/12
55.	Punky Brewster	NBC	6.7/14
56.	Silver Spoons	NBC	6.4/14
57.	Ripley's Believe It Or Not	ABC	5.7/11
58.	The Colbys	ABC	5.3/9
59.	Melba	CBS	5.2/12

*indicates premiere episode

Call Letters

Applications

Call	Sought by
	Existing AM's
KCNY	KMOB Moab Broadcasting and Television Corp., Moab, Utah
WMBG	WQSF WMBG Inc., Williamsburg, Va
	Existing FM's
KMTG-FM	KFJB-FM Marshall Electric Co., Marshalltown, Iowa
WZXL	WNBR Westerly Broadcasting Co., Wildwood, N.J.

Grants

Call	Assigned to
	New FM
WTSL-FM	Sound Citizen Communications Corp., Hanover, N.H.
	New TV's
WNPL	Meycom Inc., Naples, Fla.
*KAZQ	Alpha-Omega Broadcasting of Albuquerque Inc., Albuquerque, N.M.
	Existing AM's
KBLX	KRE Inner City Broadcasting Corp., Berkeley, Calif.
KMMS	KFRC RKO General Inc., San Francisco
KWFV	KQTE Visionary Radio Euphonics Inc., Santa Rosa, Calif.
WDVH	WMGI Sunshine Wireless Co., Gainesville, Fla.
WOOJ	WGTR Dwyer Broadcasting Inc., Lehigh Acres, Fla.
WDAK	WEIZ Solar Broadcasting Co., Columbus, Ga.
WBKZ	WEEG McAnally Communications Inc., Jefferson, Ga.
WJNT	WKKE Buchanan Broadcasting Co., Pearl, Miss.
WHHR	WHHQ Hilton Head Broadcasting Corp., Hilton Head, S.C.
KZTA	KAJR Bing Bang Inc., Yakima, Wash.
	Existing FM's
KXMK	KKAF The Alpha Group, Eloy, Ariz.
KBLX-FM	KBLX Inner City Broadcasting Corp., Berkeley, Calif.
KQMD-FM	KHOT-FM Madera Broadcasting Inc., Madera, Calif.
WZKS	WAJS Adtech Communications Associates Inc., Jesup, Ga.
KBOM	KPZA Los Alamos FM Broadcasters Inc., Los Alamos, N.M.
WAYI-FM	WNIQ-FM Northway Broadcasting Inc., Glen Falls, N.Y.
WTRG	WFMA Capitol Broadcasting Corp., Rocky Mount, N.C.
WTPS-FM	WJKR JKR Broadcasting Inc., Muncy, Pa.
WHHR-FM	WHHR Hilton Head Broadcasting Corp., Hilton Head, S.C.
	Existing TV's
KFNB	KXWY-TV Casper Channel 20 Inc., Casper, Wyo.
KFNR	KRWY Rawlins Broadcasting Corp., Rawlins, Wyo.
KFNB	KFWY-TV Hi Ho Broadcasting Corp., Riverton, Wyo.

Summary of broadcasting
as of May 31, 1986

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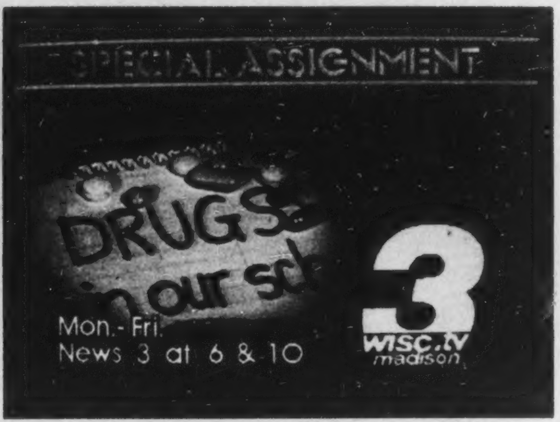
Local TV Journalism

Broadcasting ◻ Sep 1

Special Report: Local TV journalism
Cable's problems with the A/B switch
The word from the news directors at RTNDA

A train derailment on KENS-TV San Antonio, Tex.



Public affairs programing on WISC-TV Madison, Wis.

SECOND THOUGHTS ☐ Top cable industry representatives voice concerns with A/B switch portion of new must-carry rules. **PAGE 31.**

WRIGHT MAN ☐ General Electric names Robert Wright president and chief executive officer of NBC, filling spot of departing Grant Tinker. **PAGE 34.**

NEWS TALK ☐ Satellite newsgathering and the changing role of network and local news operations dominate discussion at RTNDA convention. Attendees hear from Brokaw, Friendly, Osgood. **PAGE 35.**

LOCAL TV JOURNALISM ☐ BROADCASTING's annual survey of television station spot news coverage, investigative and documentary reporting and public affairs programing. **PAGE 39-85.**

DIAL UP PRODUCT ☐ Home Shopping Network is on the leading edge of broadcasting and cable's latest programing phenomenon—shopping via television. **PAGE 89.**

FM ADVICE ☐ FCC receives comments on proposed changes in its FM technical rules. **PAGE 102.**

GROUP W'S PACESETTER ☐ Tom Goodgame brings a steady and deliberate hand to the helm of Group W's television station group. **PAGE 119.**

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Films to be focus of New World's new syndication arm

Unit will be headed by five former Blair executives with Tony Brown in charge

New World Pictures' New World Television Group announced last week that it is entering the syndication marketplace as New World Television Distribution and will concentrate on marketing theatrical features during its first year. With a staff of executives taken from the ranks of Blair Entertainment and led by Tony Brown (BROADCASTING, Aug. 25), New World will put a number of its films on sale at the NATPE International and Association of Independent Television Stations conventions in January 1987.

Theatrical titles that will be for sale include: "Angel," "The Philadelphia Experiment," "Tuff Turf," "Children of the Corn," "Godzilla 1985," "Fraternity Vacation," "Body Rock," "Avenging Angel," "Transylvania 6-5000," "Black Moon Rising" and "House." New World has more than 100 titles that it will distributing over the next three to four years.

Other New World product will include two mini-series, *Sins* and *Monte Carlo* (both starring Joan Collins and the latter airing this season) and *Queenie*. It also has a number of made-for-television productions, including *Courage* (Sophia Loren), *Love 40* (Ellen Burstyn and Tuesday Weld), *Penalty Phase* (Peter Strauss), *Easy Prey* (Geraldine McRaney and Shawnea Smith), *Gladiator* (Nancy Allen, Robert Culp and Ken Wahl) and *Harem* (Omar Sharif, Eva Gardner and Sarah Miles).

New World is producing *Sledgehammer* for ABC this fall (Friday, 9:30-10 p.m.) and owns the domestic and foreign distribution rights to the programs. For NBC (Tuesday, 9-10 p.m.) it is producing *Crime Story* for which it owns the foreign television and theatrical rights. *Rags to Riches* has also been ordered by NBC as a back-up series.

New World has a deal with Major H/Anson Productions for the production of series and TV movies. Edward E. Gradinger, president and chief executive officer of New World Television Group, said New World intended "to come out of the box" strongly with films. New World plans to introduce two first-run series next year.

The price of a share of New World Pic-

NATPE Texas bound. The 1988 and 1989 NATPE International conventions will be held in Houston, not San Francisco as initially planned. A NATPE spokesman said the reason for the switch was a delay in the expansion of the Moscone Convention Center, which had been promised for 1988, but now won't be complete until 1991. The NATPE conference has outgrown the current size of the San Francisco facility, he said. Therefore, it will be moved to the new George R. Brown Convention Center in Houston, which is scheduled to open in 1987. The spokesman said the Brown center will be more convenient to hotels and restaurants than Houston's Astro Center, which many previous conventioneers have criticized for its inconvenient location.

The 1988 date has been pushed back to late February (25-29) to give attendees some breathing room between the program conference and the convention of the Association of Independent Television Stations. In recent years the two shows have been back to back in January. The 1988 INTV show will be held Jan. 6-10 in Los Angeles and the 1989 show Jan. 4-8 in the same city. No date has been set for the 1989 NATPE, but organizers are shooting for the third week in February. The 1987 INTV is being held Jan. 7-11 in Los Angeles, followed by NATPE from Jan. 21 to 25 in New Orleans. In 1990, NATPE will move out of Houston, perhaps back to New Orleans, although other cities are in the running, including Los Angeles, Anaheim, Calif., and Atlanta. In 1992, the show may move back to San Francisco if the proposed expansion is complete, the spokesman said.

NBC edges CBS for first

NBC eked out a prime time ratings victory over CBS for the week ended Aug. 24, with an average 12.2/23. CBS averaged a 12.1/23 and ABC a 10.8/20. A year ago the standings were: CBS, 12.6/23; NBC, 12.6/22, and ABC, 11.8/21. In the evening news race for the week, CBS was on top with a 10.1/21, followed by NBC with a 9.8/21 and ABC with a 9.7/21. For the week a year ago the news standings were CBS, 10.3/22; ABC, 9.1/19, and NBC, 8.5/18. HUT levels for the week were down almost three points, averaging 53.5%, compared to 56.2% a year ago.

Reruns of NBC's Thursday-night comedy lineup—*Cosby, Family Ties, Cheers* and *Night Court*—took the first four slots in the week's program rankings. CBS repeats took the next four places with *Murder, She Wrote, Newhart, Kate & Allie* and *Sunday Night Movie (Goodbar Murder)*. ABC rounded out the top 10 with *Moonlighting* and *MacGyver*. CBS's prime time version of *The Price is Right*, on for a limited summer run (Thursday, 8-9 p.m.), placed 53d out of 60 shows in prime time for the week with a 7.7/14.

NBC took three nights, Thursday (19.1/34), Friday (12.7/25) and Saturday (12.1/24). CBS took Sunday (17.2/32) and Monday (15.7/28) and ABC took Tuesday (14.9/27) and Wednesday (14.6/26).

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.4/46
2.	Family Ties	NBC	23.1/41
3.	Cheers	NBC	20.7/36
4.	Night Court	NBC	19.3/33
5.	Murder, She Wrote	CBS	18.8/35
6.	Newhart	CBS	18.2/31
7.	Kate & Allie	CBS	17.8/31
8.	Trackdown, Goodbar Killer	CBS	17.8/30
9.	Moonlighting	ABC	16.6/29
10.	MacGyver	ABC	16.5/28
11.	Who's the Boss?	ABC	16.1/31
12.	Cagney & Lacey	CBS	15.9/29
13.	Webster	ABC	15.9/29
14.	Growing Pains	ABC	15.9/29
15.	60 Minutes	CBS	15.8/34
16.	Golden Girls	NBC	15.8/30
17.	Miami Vice	NBC	15.3/29
18.	Perfect Strangers	ABC	14.1/27
19.	The Spy Who Loved Me	ABC	13.4/25
20.	Scarecrow & Mrs. King	CBS	13.3/2[illegible]
21.	Equalizer	CBS	13.3/24
22.	Hill Street Blues	NBC	13.1/25
23.	All is Forgiven	NBC	13.1/25
24.	Valerie	NBC	13.0/25
25.	20/20	ABC	12.4/23
26.	Hotel	ABC	12.4/23
27.	227	NBC	12.3/26
28.	Magnum, P.I.	CBS	12.3/21
29.	Riptide	NBC	12.2/24
30.	Amazing Stories	NBC	12.1/23
31.	Spenser:For Hire	ABC	12.0/22
32.	Gloria/Happy Last I	NBC	11.9/21
33.	The Verdict	NBC	11.5/21
34.	Sophie's Choice	CBS	11.4/21
35.	1986	NBC	11.4/21
36.	Crazy Like A Fox	CBS	11.4/20
37.	Facts of Life	NBC	10.7/24
38.	A Team	NBC	10.6/22
39.	Gloria/Happy Last II	NBC	10.4/19
40.	Hunter	NBC	10.3/20
41.	Simon & Simon	CBS	10.3/19
42.	Dark Mansions	ABC	10.2/20
43.	Football, St. Louis-Chicago	CBS	10.0/21
44.	Football, Pitt.-Dallas	ABC	10.0/20
45.	Dalton: Code of Vengeance	NBC	10.0/19
46.	Baseball, pre-game	NBC	9.8/20
47.	Missing Pieces	CBS	9.6/18
48.	Baseball, Mets-Dodgers	NBC	9.6/18
49.	Trapper John, M.D.	CBS	9.5/18
50.	Monday Night Baseball	ABC	8.9/16
51.	Twilight Zone	CBS	7.9/16
52.	Punky Brewster	NBC	7.7/16
53.	Price Is Right	CBS	7.7/14
54	Love Leads the Way	ABC	7.3/15
55.	Silver Spoons	NBC	7.2/16
56.	Adam's Apple	CBS	6.6/14
57.	Diff'rent Strokes	ABC	6.3/14
58.	Benson	ABC	6.3/13
59.	Ripley's Believe It Or Not	ABC	6.2/11
60.	The Colbys	ABC	4.9/8

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KRGN	Atkins Broadcasting, Amarillo, Tex
	Existing AM's
KNZS	KMFO KMFO Radio Inc., Capitola, Calif
WKXF	WSTL Bass Broadcasting Co., Eminence, Ky
	Existing FM
KHYI	KLTY Statewide Broadcasting of Dallas Inc., Arlington, Tex

Grants

Call	Assigned to
	New AM's
KFRP	J & K Broadcasters, Rocklin, Calif
WLJH	Louis J. Harding and Harold R. Harding, Petal, Miss
	New FM's
KCEZ	Y95 Radio, Camden, Ark
KBCY	Merced Communications, Merced, Calif
*WVIJ	Port Charlotte Educational Broadcasting Foundation, Port Charlotte, Fla
WELQ	Charles J. Saltzman, Hertford, N.C
KZAA	Arrowhead Broadcasting Inc., Comanche, Tex
KYCS	Faith Broadcasting Corp., Rock Springs, Wyo
	Existing AM's
KJAA	KNTS KNTS Broadcasting Co., Mesa, Ariz
KGMG	KNWC Par Broadcasting Co., Oceanside, Calif
KTAP	KZON Leo Kesselman, Santa Maria, Calif
WAOS	WCKZ CP Communications Inc., Austell, Ga
WFHM	WDVL Clear Communications Inc., Vineland, N.J.
KRRZ	KKOA Dakota Radio Inc., Minot, N.D
WMBG	WQSF Richmond Radio, Williamsburg, Va
	Existing FM's
WAWV	WMLS-FM Action Communications Enterprises Inc., Sylacauga, Ala
KGMG-FM	KGMG Par Broadcasting Co., Oceanside, Calif
KIEZ	KKBZ-FM Lou Schurrer, Santa Paula, Calif
WZRC	WYEN Walt-West Enterprises Inc., Des Plaines, Ill
KEYV	KUDO Quality Broadcasting Co., Las Vegas
WVLT	WKQV Clear Communications Inc., Vineland, N.J
WQHT	WAPP Emmis Broadcasting Corp. of New York, Lake Success, N.Y
KWBX	KJII University of Oregon Foundation, Bend, Ore
KLZX	KSEJ Bountiful Broadcasting Inc., Bountiful, Utah
	Existing TV
WSYT	WKAF Thomas J. Flatley, Syracuse, N.Y

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A "Monday Memo" from President Ronald Reagan

□

Gearing up for Radio '86

FROM THE OVAL OFFICE □ President Ronald Reagan, a radio broadcaster both past and present, discusses the power and effectiveness of live radio as a communications tool. **PAGE 22.**

TOP 500 □ Adult/soft contemporary is most popular format in BROADCASTING survey of top 10 radio stations in the top 50 markets. **PAGE 35.**

NEW MORNING □ Former ABC executive Bob Shanks tapped to create program for CBS-TV's early-morning time slot. **PAGE 38.**

CLEAR AND FREE □ Mexico signs agreement allowing for greater number of hours of on-air operation for AM daytimers. **PAGE 39.**

ARMSTRONG WINNERS □ Armstrong awards bestowed on radio's best. **PAGE 42.**

NETWORK SUPERSTATIONS □ New company announces plans to distribute signals of three network affiliates to backyard TVRO's. **PAGE 42.**

WALKING TO NEW ORLEANS □ Some 6,000 are expected at NAB's Radio Convention, set to begin this week in New Orleans. Convention highlights: AM report, radio award to Gary Owens. **PAGE 49.** The agenda appears on **PAGE 54.** A hospitality suite guide appears on **PAGE 60,** and a list of exhibitors begins on **PAGE 62.**

TRACK PAC □ With upcoming fall elections, Fifth Estate companies and PAC's increase contributions to political candidates. **PAGE 71.**

TURNED DOWN □ Appeals court rejects TCI's plea in First Amendment/franchising case in Jefferson City, Mo. **PAGE 99.**

TRANSLATING COMMENTS □ Commenters generally support FCC move to limit LPTV applications filed and displacement procedures for bumped licensees. **PAGE 100.**

ALL THE RAGE □ Satellite newsgathering equipment dominates the RTNDA exhibit floor, computer systems, news graphics and information services also figure prominently. **PAGE 103.**

STEPPING IN □ U.S. government moves to block NBC attempt to air program with U.S. and Soviet officials. **PAGE 105.**

NEWS WINNERS □ National Academy of Television Arts & Sciences hands out news and documentary Emmy awards. **PAGE 106.**

SOUNDS OF SUCCESS □ Radio personality Gary Owens has combined a versatile voice, a sense of humor and a dedication to his craft to produce one of the busiest broadcast careers around. **PAGE 127.**

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Syndication Marketplace 86

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 8

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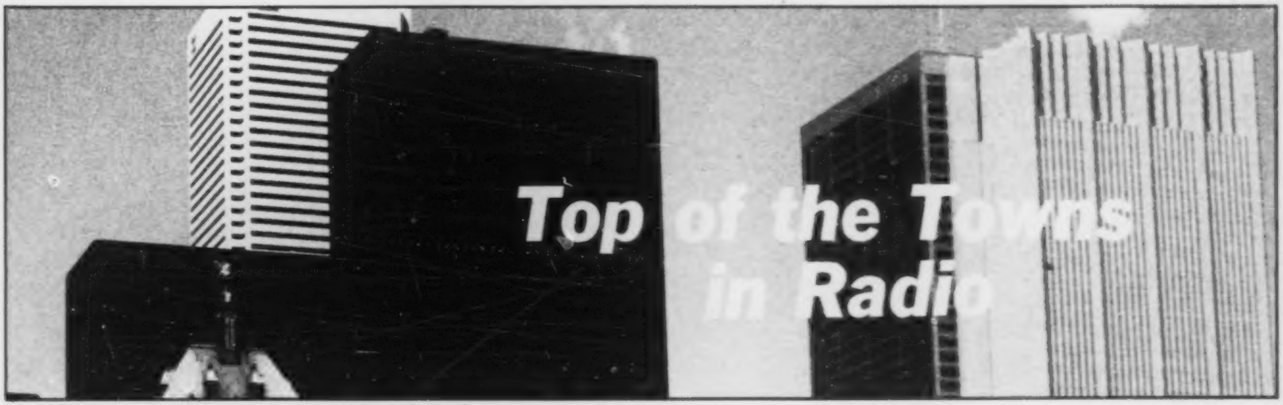
TOP OF THE WEEK



The top 10 stations in the top 50 markets

The broad-based adult contemporary sound, which includes variations of the "soft" contemporary approach to the format, is by far the most widely programed sound among the top 10 radio stations in the top 50 markets again this year.

That's according to BROADCASTING's annual survey based on Arbitron spring 1986 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m. to midnight), which surveyed listeners from April 3 through June 25. The second most popular sound in the survey is contemporary hit followed by easy listening, country and album-oriented-rock.

In the top 50 market survey, the AC format is being programed by more than 110 stations, two of which finished first in the top 10 markets: WBZ(AM) Boston and KVIL-FM Dallas.

Although a handful of stations have abandoned contemporary hit radio (CHR) in recent months, the format has not lost its punch in the top 50 markets and finished a strong second to adult contemporary with 80 top 10 stations airing the format. CHR, which remains dominant in New York (WHTZ[FM]), is being aired by at least two top 10 stations in 30 top markets (excluding markets where stations are duplicated.)

Reports of album rock's death two years ago seem to have been greatly exaggerated, according to the latest ratings. The format is enjoying a wave of popularity, primarily because of the sound's new attraction for the more adult 25-44 age group, with many AOR outlets adding a large measure of "classic rock" songs (primarily album rock hits of the late 1960's and early 1970's) to their playlist. In the top 10 markets, AOR finished first in Philadelphia (WMMR[FM]). For markets 11 through 50, AOR landed either in first place or second place on 15 occasions.

Easy listening overtook country as the third most-listened-to format among the top 500 stations. In the top 25 markets alone, stations programing easy listening took the top spot four times and second-place honors seven times.

The country music format, which, according to the Radio Information Center in New York, is the most widely programed sound among all commercial radio stations in 1986—adult contemporary was second—(BROADCASTING, July 28), was fourth among the top 500 stations. As it did last year, country performed better in markets 26-50, where it finished either first or second six times, than in the top 25 markets, where it landed in one of those two positions only once: KNIX-FM Phoenix.

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Following are the top 10 stations in the top 50 markets:

1. New York

1.	WHTZ(FM)	contemp. hit	186,800
2.	WRKS(FM)	urban contemp	167,000
3.	WPLJ(FM)	contemp. hit	159,400
4.	WINS(AM)	news	125,700
5.	WOR(AM)	talk	122,600
6.	WPAT(FM)	easy listening	117,000
7.	WBLS(FM)	urban contemp.	115,600
8.	WLTW(FM)	soft contemp.	114,500
9.	WNEW-FM	AOR	105,400
10.	WCBS(FM)	oldies	9,900

2. Los Angeles

1.	KABC(AM)	talk	109,600
2.	KPWR(FM)	urban contemp.	93,200
3.	KIIS(FM)	contemp. hit	91,900
4.	KJOI(FM)	easy listening	80,900
5.	KBIG(FM)	easy listening	66,500
6.	KOST(FM)	soft contemp.	65,500
7.	KROQ(FM)	contemp. hit	59,100
8.	KFWB(AM)	news	57,300
9.	KRTH(FM)	oldies	53,900
10.	KLOS(FM)	AOR	53,300

3. Chicago

1.	WGN(AM)	MOR/talk	136,500
2.	WGCI(FM)	urban contemp.	86,100
3.	WBBM(AM)	news	68,500
4.	WLOO(FM)	easy listening	65,600
5.	WBMX(FM)	urban contemp.	63,000
6.	WLUP(FM)	AOR	55.100
7.	WLAK(FM)	soft contemp.	46,100
8.	WCLR(FM)	adult contemp.	42,600
9.	WKQX(FM)	adult contemp.	39,600
10.	WBBM(FM)	contemp. hit	38,800

4. San Francisco

1.	KGO(AM)	talk	60,100
2.	KCBS(AM)	news/talk	57,200
3.	KNBR(AM)	adult contemp.	40,800
4.	KSOL(FM)	urban contemp.	37,200
5.	KABL-FM	easy listening	30,800
6.	KMEL(FM)	contemp. hit	25,100
7.	KYUU(FM)	adult contemp.	24,500
8.	KBLX(FM)	pop/jazz	24,400
9.	KFOG(FM)	classic rock	23,400
10.	KSAN(FM)	country	23.100

5. Philadelphia

1.	WMMR(FM)	AOR	85,400
2.	WEAZ(FM)	easy listening	63,100
3.	WUSL(FM)	urban contemp	53,900
4.	KYW(AM)	news	53,300
5.	WMGK(FM)	soft contemp	38,100
6.	WCAU(AM)	news/talk	36,800
7.	WSNI(FM)	adult contemp	36,300
8.	WPEN(AM)	nostalgia	34,800
9.	WCAU(FM)	contemp. hit	34,600
10.	WDAS-FM	black contemp	31,400

6. Detroit

1.	WJR(AM)	MOR/talk	66,800
2.	WJLB(FM)	urban contemp	53,100
3.	WWJ (AM)	news	42,100
4.	WCZY(FM)	contemp. hit	39,100
5.	WJOI(FM)	easy listening	36,300
6.	WRIF(FM)	AOR	35,700
7.	CKLW(AM)	nostalgia	33,600
7.	WHYT(FM)	contemp. hit	33,600
9.	WLLZ(FM)	AOR	27,300
10.	WNIC-FM	adult contemp.	25,300

7. Boston

1.	WBZ(AM)	adult contemp	54,000
2.	WBCN(FM)	AOR	45,000
3.	WHDH(AM)	adult contemp	40,100
4.	WXKS-FM	contemp. hit	39,100
5.	WRKO(AM)	talk	34,800
6.	WJIB(FM)	easy listening	31,000
7.	WSSH(FM)	soft contemp	27,400
8.	WZLX(FM)	classic hits	23,800
9.	WEEI(AM)	news	22,600
10.	WROR(FM)	adult contemp	19,400

8. Houston-Galveston

1.	KKBQ-FM	contemp. hit	44,200
2.	KMJQ(FM)	black contemp	42,900
3.	KIKK-FM	country	39,800
4.	KFMK(FM)	adult contemp.	35,300
5.	KODA(FM)	easy listening	33,300
6.	KTRH(AM)	news	30,800
7.	KILT-FM	country	30,600
8.	KRBE(FM)	adult contemp.	27,300
9.	KSRR(FM)	AOR	25,700
10.	KQUE(FM)	nostalgia	24,700

9. Washington

1.	WKYS(FM)	urban contemp	39,800
2.	WGAY(FM)	easy listening	38,100
3.	WMAL(AM)	MOR/talk	35,700
4.	WMZQ(FM)	country	35,300
5.	WHUR(FM)	black contemp.	31,700
6.	WCXR(FM)	classic rock	27,600
7.	WAVA(FM)	contemp. hit	24,700
8.	WWDC-FM	AOR	22,800
9.	WTOP(AM)	news	22,600
10.	WDJY(FM)	urban contemp	20,400

10. Dallas-Fort Worth

1.	KVIL-FM	adult contemp.	45,900
2.	KKDA-FM	urban contemp.	44,200
3.	KPLX(FM)	country	38,100
4.	WBAP(AM)	country	36,100
5.	KRLD(AM)	news	33,000
6.	KMEZ(FM)	easy listening	32,700
7.	KSCS(FM)	country	29,900
8.	KEGL(FM)	contemp. hit	26,900
9.	KTXQ(FM)	AOR	26,100
10.	KQZY(FM)	soft contemp.	19,700

11. Miami-Fort Lauderdale-Hollywood

1.	WLYF(FM)	easy listening	43,600
2.	WSHE(FM)	AOR	30,100
3.	WQBA(AM)	Spanish	28,200
4.	WHYI(FM)	contemp. hit	27,000
5.	WHQT(FM)	urban contemp	24,600
6.	WJQY(FM)	easy listening	22,800
7.	WNWS(AM)	news/talk	20,500
8.	WCMQ(FM)	Spanish	19,600
9.	WAXY(FM)	oldies	19,500
10.	WEDR(FM)	urban contemp	18,600

12. Nassau-Suffolk, N.Y.

1.	WHTZ(FM)	contemp. hit	31,400
2.	WBLI(FM)	classic hits	24,000
3.	WALK-A-F	adult contemp.	23,200
4.	WPLJ(FM)	contemp. hit	22,900
5.	WBAB-FM	contemp. hit	19,400
6.	WLTW(FM)	soft contemp	17,300
7.	WCBS(AM)	news	15,000
7.	WNBC(AM)	adult contemp.	15,000
9.	WCBS-FM	oldies	14,800
10.	WNEW-FM	AOR	13,900

13. Pittsburgh

1.	KDKA(AM)	MOR/talk	58,800
2.	WSHH(FM)	easy listening	37,800
3.	WBZZ(FM)	contemp./oldies	31,000
4.	WDVE(FM)	AOR	27,600
5.	WAMO-FM	urban contemp	26,300
6.	WWSW(FM)	adult contemp	19,000
7.	WHTX(FM)	adult contemp	16,800
8.	WTKN(AM)	talk	16,000
9.	WMYG(FM)	adult contemp	14,300
10.	WJAS(AM)	nostalgia	13,200

14. Atlanta

1.	WPCH(FM)	easy listening	33,900
2.	WKLS-FM	AOR	33,800
3.	WQXI-FM	contemp. hit	33,400
4.	WVEE-FM	urban contemp	31,500
5.	WYAY(FM)	country	22,600
6.	WZGC(FM)	contemp. hit	22,500
7.	WSB(AM)	adult contemp	20,900
8.	WFOX(FM)	contemp./oldies	20,700
9.	WSB-FM	adult contemp.	19,600
10.	WKHX-FM	country	19,300

15. St. Louis

1.	KMOX(AM)	variety	77,700
2.	KSHE(FM)	AOR	41,700
3.	KEZK(FM)	easy listening	22,600
4.	KMJM(FM)	urban contemp	19,200
5.	WIL-FM	country	16,700
6.	KYKY(FM)	adult contemp	16,500
7.	KHTR(FM)	contemp. hit	14,100
8.	KSD-FM	adult contemp.	12,800
9.	WMRY(FM)	eclectic rock	12,100
10.	KWK-FM	contemp. hit	11,900

16. Baltimore

1.	WLIF(FM)	easy listening	37,900
2.	WXYV(FM)	urban contemp	28,700
3.	WBSB(FM)	contemp. hit	27,400
4.	WBAL(AM)	adult contemp.	25,800
5.	WPOC(FM)	country	24,600
6.	WIYY(FM)	AOR	23,800
7.	WFBR(AM)	contemp./talk	17,100
8.	WMKR(FM)	contemp. hit	13,200
9.	WCAO(AM)	country	12,400
10.	WBGR(AM)	religious	10,900
10.	WQSR(FM)	contemp./oldies	10,900

17. Seattle-Tacoma

1.	KIRO(AM)	news/talk	34,500
2.	KISW(FM)	AOR	24,100
3.	KOMO(AM)	adult contemp.	18,800
4.	KMPS-FM	country	16,500
5.	KBRD(FM)	easy listening	16,100
5.	KUBE(FM)	contemp. hit	16,100
7.	KIXI(AM)	nostalgia	14,700
8.	KSEA(FM)	easy listening	13,600
9.	KPLZ(FM)	contemp. hit	12,800
10.	KVI(AM)	oldies	11,200

18. Minneapolis-St. Paul

1.	WCCO(AM)	variety	56,600
2.	KQRS-A-F	AOR	31,500
3.	KSTP-FM	adult contemp.	30,200
4.	WLOL-FM	contemp. hit	24,800
5.	KEEY-FM	country	21,600
6.	KDWB-FM	contemp. hit	19,600
7.	WAYL(FM)	easy listening	15,900
8.	KJJO(FM)	classic rock	12,300
9.	KTCZ-FM	AOR	12,100
10.	KSTP-AM	news/talk	11,800

19. Anaheim-Santa Ana, Calif.

1.	KIIS-FM	contemp. hit	24,200
2.	KBIG(FM)	easy listening	19,900
3.	KABC(AM)	talk	19,800
4.	KJOI(FM)	easy listening	18,500
5.	KROQ-FM	contemp. hit	17,300
6.	KMPC(AM)	nostalgia	17,100
7.	KLOS-FM	AOR	16,600
8.	KRTH(FM)	oldies	14,300
9.	KOST(FM)	soft contemp	14,200
10.	KNX(AM)	news	13,900

20. San Diego

1.	KFMB(AM)	adult contemp.	26,500
2.	KJQY(FM)	easy listening	24,200
3.	KSDO-AM	news/talk	20,500
4.	KFMB-FM	adult contemp.	20,100
5.	XTRA-FM	classic rock	19,400
6.	KGB-FM	AOR	19,300
7.	XHRM(FM)	urban contemp.	14,300
8.	KSDO-FM	contemp. hit	14,000
9.	KSON-FM	country	11,600
10.	KPQP(AM)	nostalgia	10,300

21. Cleveland

1.	WMMS(FM)	contemp. hit	40,100
2.	WQAL(FM)	easy listening	21,600
3.	WMJI(FM)	contemp./oldies	21,100
4.	WLTF(FM)	adult contemp.	20,400
5.	WDOK(FM)	easy listening	19,800
6.	WGCL(FM)	contemp. hit	16,400
7.	WWWE(AM)	news/talk	14,900
8.	WZAK(FM)	urban contemp.	14,600
9.	WDMT(FM)	urban contemp.	14,400
10.	WBBG(AM)	nostalgia	13,500

22. Tampa-St. Pete.-Clearwater, Fla.

1.	WRBQ(FM)	contemp. hit	45,100
2.	WWBA(FM)	easy listening	32,300
3.	WQYK-FM	country	25,700
4.	WUSA(FM)	adult contemp.	17,200
5.	WYNF(FM)	AOR	15,700
6.	WKRL(FM)	classic rock	15,100
7.	WDAE(AM)	nostalgia	14,200
8.	WFLA(AM)	news/talk	12,500
9.	WGUL-FM	nostalgia	12,000
10.	WPDS(FM)	adult contemp.	11,700

23. Denver-Boulder

1.	KOSI(FM)	easy listening	25,500
2.	KMJI(FM)	soft contemp.	18,600
3.	KBCO-FM	AOR	18,400
4.	KPKE-FM	contemp. hit	17,800
5.	KBPI(FM)	contemp. hit	17,700
6.	KOA(AM)	news/talk	15,300
7.	KYGO(FM)	country	12,200
8.	KEZW(AM)	nostalgia	11,900
9.	KAZY(FM)	AOR	10,800
10.	KRXY-FM	adult contemp.	10,500

24. Phoenix

1.	KZZP-FM	contemp. hit	30,200
2.	KNIX-FM	country	25,200
3.	KTAR(AM)	news/talk	21,600
4.	KUPD-FM	contemp. hit	19,500
5.	KMEO(FM)	easy listening	18,200
6.	KQYT(FM)	easy listening	15,700
7.	KKLT(FM)	soft contemp.	12,700
8.	KOY (AM)	contemp./talk	10,200
9.	KOOL-FM	adult contemp.	9,800
10.	KSLX(FM)	classic hits	9,200

25. Milwaukee-Racine

1.	WTMJ(AM)	adult contemp.	33,100
2.	WKTI(FM)	contemp. hit	21,300
3.	WEZW(FM)	easy listening	20,100
4.	WOKY(AM)	nostalgia	17,500
5.	WKLH(FM)	classic hits	15,800
6.	WQFM(FM)	AOR	15,300
7.	WLUM(FM)	urban contemp.	10,600
8.	WMIL(FM)	country	10,200
9.	WMYX(FM)	contemp. hit	8,300
10.	WBCS-FM	country	7,600

26. Providence-Warwick-Pawtucket, R.I.

1.	WPRO-FM	contemp. hit	26,200
2.	WLKW-FM	easy listening	24,200
3.	WHJY(FM)	AOR	20,900
4.	WWLI(FM)	contemp. hit	17,800
5.	WHJJ(AM)	news/talk	15,900
6.	WPRO-AM	adult contemp.	12,700
7.	WBRU(FM)	AOR	10,000
8.	WERI-FM)	contemp. hit	9,800
9.	WWAZ(AM)	nostalgia	9,100
10.	WMYS(FM)	adult contemp.	7,200

27. Kansas City, Mo.

1.	KMBZ(AM)	news/information	17,800
2.	KYYS(FM)	AOR	15,900
3.	WDAF(AM)	country	15,600
4.	KFKF(FM)	country	14,500
5.	KMBR(FM)	easy listening	14,300
6.	KBEQ(FM)	contemp. hit	13,900
7.	KLSI(FM)	adult contemp.	11,000
7.	KUDL-FM	soft contemp.	11,000
9.	KCFX(FM)	AOR	10,900
10.	KCMO(AM)	news	9,000

28. San Jose, Calif.

1.	KGO(AM)	talk	15,700
2.	KBAY(FM)	easy listening	11,300
3.	KCBS(AM)	news/talk	11,200
4.	KWSS(FM)	contemp. hit	11,000
5.	KOME(FM)	AOR	7,500
6.	KNBR(AM)	adult contemp.	6,800
7.	KYUU(FM)	adult contemp.	6,700
8.	KSOL(FM)	urban contemp.	6,600
9.	KBRG(FM)	Spanish	6,100
9.	KSJO(FM)	AOR	6,100

29. Cincinnati

1.	WEBN(FM)	AOR	20,600
2.	WLW(AM)	adult contemp.	19,800
3.	WUBE-FM	country	17,100
4.	WKRQ(FM)	contemp. hit	16,800
5.	WWEZ(FM)	easy listening	16,400
6.	WKRC(AM)	adult contemp.	12,700
7.	WBLZ(FM)	urban contemp.	12,100
8.	WCKY(AM)	news/talk	10,000
9.	WRRM(FM)	soft contemp.	7,300
10.	WSKS(FM)	AOR	7,000

30. Portland, Ore.

1.	KXL-FM	easy listening	16,600
2.	KKRZ-FM	contemp. hit	14,000
3.	KGW(AM)	adult contemp.	13,400
4.	KGON(FM)	AOR	12,900
5.	KXL(AM)	easy listening	11,700
6.	KINK(FM)	adult contemp.	11,400
7.	KEX(AM)	adult contemp.	10,600
8.	KUPL-FM	country	9,100
9.	KMJK-FM	contemp. hit	8,500
10.	KYTE(AM)	nostalgia	8,200

31. New Orleans

1.	WYLD-FM	urban contemp.	29,600
2.	WEZB(FM)	contemp. hit	20,200
3.	WBYU(FM)	easy listening	15,700
4.	WLTS(FM)	urban contemp.	13,700
5.	WWL(AM)	news/talk/country	12,100
6.	WQUE(FM)	adult contemp.	11,500
7.	WNOE-FM	country	10,800
8.	WRNO(FM)	contemp. hit	10,100
9.	WAJY(FM)	soft contemp.	10,000
10.	WBOK(AM)	urban contemp.	8,700

32. Sacramento, Calif.

1.	KSFM(FM)	contemp. hit	24,100
2.	KCTC(FM)	easy listening	19,000
3.	KXOA-FM	adult contemp.	15,000
4.	KRAK-FM	contemp. hit	14,400
4.	KZAP(FM)	AOR	14,400
6.	KWOD(FM)	contemp. hit	12,300
7.	KFBK(AM)	news/talk	11,000
8.	KRAK(AM)	country	8,100
9.	KHYL(FM)	adult contemp.	6,300
10.	KXOA(AM)	nostalgia	5,600

33. Columbus, Ohio

1.	WLVQ(FM)	AOR	22,500
2.	WSNY-FM	adult contemp.	20,100
3.	WNCI(FM)	adult contemp.	15,800
4.	WBNS-FM	easy listening	15,600
5.	WXGT(FM)	contemp. hit	13,400
6.	WTVN(AM)	oldies	10,500
7.	WVKO(AM)	adult contemp.	7,700
8.	WRMZ(FM)	adult contemp.	6,700
9.	WMNI(AM)	country	5,700
10.	WHOK(FM)	country	5,200

34. Norfolk-Virginia Beach-Nwpt. News, Va.

1.	WNOR-FM	AOR	20,500
2.	WOWI(FM)	urban contemp.	18,300
3.	WCMS-FM	country	16,300
4.	WFOG(FM)	easy listening	14,300
5.	WNVZ(FM)	contemp. hit	13,400
6.	WLTY(FM)	adult contemp.	11,100
7.	WRSR(FM)	contemp. hit	9,300
8.	WMYK(FM)	urban contemp.	9,200
8.	WTAR(AM)	oldies	9,200
8.	WWDE-FM	adult contemp.	9,200

35. Buffalo-Niagara Falls, N.Y.

1.	WBUF(FM)	adult contemp.	19,300
2.	WJYE(FM)	easy listening	17,900
3.	WYRK(FM)	country	13,000
4.	WBEN(AM)	adult contemp.	11,800
5.	WPHD(FM)	contemp. hit	11,400
6.	WBLK-FM	urban contemp.	10,900
7.	WECK(AM)	nostalgia	10,200
8.	WBEN-FM	contemp. hit	10,000
9.	WGR(AM)	adult contemp.	9,700
10.	WNYS(FM)	contemp. hit	8,600

36. Indianapolis

1.	WIBC(AM)	adult contemp.	31,600
2.	WFBQ(FM)	AOR	22,600
3.	WFMS(FM)	country	16,700
4.	WTLC(FM)	urban contemp.	15,300
5.	WXTZ(FM)	easy listening	14,600
6.	WENS(FM)	soft contemp.	13,600
7.	WZPL(FM)	contemp. hit	12,100
8.	WEAG(FM)	contemp. hit	7,900
9.	WTUX(AM)	nostalgia	6,700
10.	WTPI(FM)	adult contemp.	5,300

37. San Antonio, Tex.

1.	KTFM(FM)	adult contemp.	18,300
2.	KQXT(FM)	easy listening	16,600
3.	KISS(FM)	AOR	15,800
4.	KBUC-A-F	country	11,400
5.	KCOR(AM)	Spanish	10,800
6.	KAJA(FM)	country	10,000
7.	KONO(AM)	adult contemp.	9,700
8.	KITY(FM)	contemp. hit	9,500
9.	KSMG(FM)	adult contemp.	8,700
10.	KEDA(AM)	Spanish	7,900

38. Riverside-San Bernardino, Calif.

1.	KDUO(FM)	easy listening	12,800
2.	KGGI(FM)	contemp. hit	11,500
3.	KFI(AM)	adult contemp.	8,300
4.	KRTH(AM)	oldies	8,000
5.	KIIS(FM)	contemp. hit	7,900
6.	KLOS(FM)	AOR	7,200
7.	KBIG(FM)	easy listening	6,800
8.	KFXM(AM)	nostalgia	5,900
9.	KOST(FM)	soft contemp.	5,600
10.	KQLH(FM)	soft contemp.	5,100

39. Hartford-New Britain, Conn.

1.	WTIC(AM)	MOR/talk	32,300
2.	WTIC-FM	contemp. hit	25,700
3.	WRCH-FM	easy listening	16,200
4.	WCCC-FM	AOR	8,200
5.	WKSS(FM)	contemp. hit	8,000
6.	WHCN(FM)	AOR	7,900
7.	WDRC(AM)	oldies	7,100
7.	WIOF(FM)	adult contemp.	7,100
9.	WDRC-FM	adult contemp.	5,200
10.	WRCQ(AM)	nostalgia	5,100

40. Charlotte-Gastonia-Rock Hill, N.C.

1.	WSOC-FM	country	17,800
2.	WPEG(FM)	urban contemp.	15,400
3.	WEZC(FM)	adult contemp.	13,200
4.	WLVK(FM)	country	13,100
5.	WROQ(FM)	contemp. hit	12,900
6.	WBT(AM)	adult contemp.	10,300
7.	WRFX(FM)	AOR	7,900
8.	WBCY(FM)	contemp. hit	7,400
9.	WZXI(FM)	soft contemp.	6,700
10.	WWDM(FM)	urban contemp.	3,500

41. Rochester, N.Y.

1.	WCMF(FM)	AOR	20,600
2.	WVOR(FM)	adult contemp.	18,600
3.	WPXY-FM	contemp. hit	13,900
4.	WEZO(FM)	easy listening	11,700
5.	WHAM(AM)	adult contemp.	10,400
6.	WYLF(FM)	nostalgia	10,200
7.	WZKC(FM)	country	7,900
8.	WMJQ(FM)	contemp. hit	6,700
9.	WDKX(FM)	urban contemp.	5,600
10.	WNYR(AM)	country	4,000

42. Oklahoma City

1.	KATT-FM	AOR	16,800
2.	KXXY-FM	country	16,000
3.	KEBC(FM)	country	10,700
4.	KKNG(FM)	adult contemp.	10,200
5.	KZBS(FM)	adult contemp.	9,600
6.	KJYO(FM)	contemp. hit	9,400
7.	KTOK(AM)	news/talk	9,200
8.	KLTE(FM)	adult contemp.	7,400
9.	KMGL(FM)	soft contemp.	6,600
10.	WKY(AM)	country	6,100

43. Salt Lake City-Ogden

1.	KSL(AM)	MOR	14,900
2.	KSFI(FM)	easy listening	12,400
3.	KRSP-FM	AOR	10,200
4.	KKAT(FM)	country	10,000
5.	KCPX-FM	contemp. hit	8,900
6.	KSOP-FM	country	6,300
7.	KISN(FM)	adult contemp.	5,400
7.	KLCY(FM)	adult contemp.	5,400
9.	KALL(AM)	adult contemp.	5,300
10.	KUTR(AM)	adult contemp.	4,700

44. Louisville, Ky.

1.	WHAS(AM)	adult contemp.	22,800
2.	WAMZ(FM)	country	20,300
3.	WRKA(FM)	adult contemp.	11,900
4.	WVEZ(FM)	easy listening	11,400
5.	WDJX(FM)	adult contemp.	8,700
6.	WQMF(FM)	AOR	8,600
7.	WLRS(FM)	AOR	7,300
8.	WJYL(FM)	adult contemp.	5,900
9.	WLOU(AM)	black	4,900
10.	WAVG(AM)	adult contemp.	4,600

45. Monmouth-Ocean counties, N.J.

1.	WOR(AM)	talk	12,600
2.	WNEW-FM	AOR	12,300
3.	WOBM-FM	adult contemp.	10,200
4.	WHTZ(FM)	contemp. hit	8,300
5.	WPAT-FM	easy listening	7,100
6.	WJLK-FM	contemp. hit	6,900
7.	WADB(FM)	easy listening	6,000
8.	WCBS-FM	oldies	5,900
8.	WHLI(AM)	nostalgia	5,900
10.	WRKS(FM)	urban contemp.	5,700

46. Dayton, Ohio

1.	WHIO-FM	easy listening	17,000
2.	WGTZ(FM)	contemp. hit	12,200
3.	WHIO(AM)	easy listening	9,600
3.	WTUE(FM)	AOR	9,600
5.	WWSN(FM)	adult contemp.	8,400
6.	WONE(AM)	country	6,900
7.	WYMJ-FM	adult contemp.	6,700
8.	WBLZ(FM)	adult contemp.	6,100
9.	WDAO(AM)	black	5,000
10.	WLW(AM)	adult contemp.	4,400
10.	WSKS(FM)	AOR	4,400

47. Birmingham, Ala.

1.	WZZK-A-F	country	20,500
2.	WENN-FM	black	17,600
3.	WMJJ(FM)	adult contemp.	16,000
4.	WAPI-FM	contemp. hit	15,200
5.	WKXX(FM)	contemp. hit	11,200
6.	WATV(AM)	black	8,400
7.	WAPI(AM)	nostalgia	6,700
8.	WERC(AM)	news/talk	5,900
9.	WAGG(AM)	gospel	4,400
10.	WJLD(AM)	black	4,000

48. Nashville

1.	WSM-FM	country	15,200
2.	WKDF(FM)	AOR	15,000
3.	WZEZ(FM)	easy listening	13,900
4.	WYHY(FM)	adult contemp.	11,800
5.	WQQK(FM)	urban contemp.	11,300
6.	WLAC-FM	adult contemp.	10,300
7.	WSIX-FM	country	5,800
8.	WSM(AM)	country	5,000
9.	WWKX(FM)	contemp. hit	4,000
10.	WTMG(FM)	adult contemp.	3,700

49. Grnsboro-Wnstn. Salem-High Pt., N.C.

1.	WTQR(FM)	country	23,800
2.	WKRR(FM)	classic rock	10,700
3.	WOJY(FM)	easy listening	9,600
4.	WSJS(AM)	adult contemp.	9,500
5.	WQMG(FM)	jazz	8,500
6.	WMAG(FM)	contemp. hit	8,400
7.	WKSI(FM)	contemp. hit	8,100
8.	WKZL(FM)	contemp. hit	7,500
9.	WEAL(AM)	black	3,400
10.	WSEZ(FM)	contemp. hit	3,200

50. Memphis

1.	WHRK(FM)	urban contemp.	19,100
2.	WMC-FM	adult contemp.	11,200
3.	WEGR(FM)	adult contemp.	10,200
4.	WRVR-FM	adult contemp.	10,100
5.	WGKX(FM)	country	9,500
6.	WDIA(AM)	black	8,100
7.	WMC(AM)	country	8,000
8.	KRNB(FM)	urban contemp.	7,400
8.	WLOK(AM)	black	7,400
10.	WEZI(FM)	easy listening	6,400

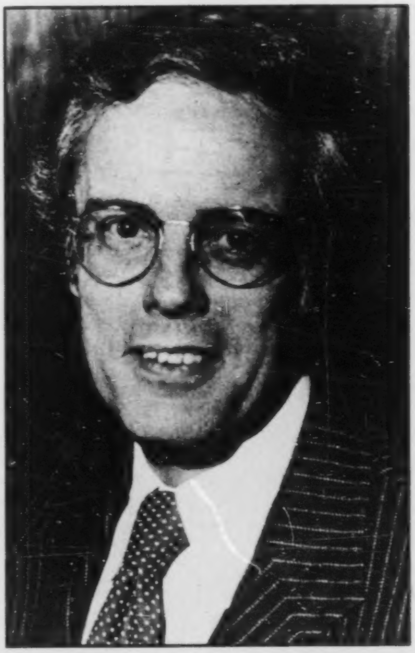
Shanks tapped for CBS-TV early-morning hot seat

Former ABC programing VP will develop new show for network's troubled time slot

Toward the end of a summer of discontent for CBS—with massive personnel layoffs, the cancellation of *The CBS Morning News* and concerns over the company's leadership—the CBS/Broadcast Group had a more positive announcement last week. It hired someone new in its latest effort to bolster the ailing morning time period.

Van Gordon Sauter, executive vice president of CBG and president of CBS News, announced last Wednesday (Sept. 3) that Bob Shanks, former ABC programing vice president and creator of ABC's *Good Morning, America* and *20/20*, had been named executive-in-charge of CBS-TV's new 7:30-9 a.m. morning program, which will debut next January. Shanks will "develop the concept and production team for this new broadcast," said Sauter, adding that Shanks brings to his new job "a long, successful history in television and a strong empathy for the audience of that daypart."

ence of that daypart."



The 7:30-9 broadcast is part of CBS's overall plan to replace *The CBS Morning News*, a continuing source of embarrassment for the network that will be canceled at the end of December (BROADCASTING, July 28). Preceding the 7:30 slot will be a 90-minute hard news broadcast at 6-7:30 a.m., produced by CBS News.

Shanks, 53, who will report to Sauter, begins his new position today (Sept. 8). Unlike his predecessor in the job of reformatting the morning broadcast, Susan Winson, who had a two-tiered contract with a renewal option after six months if her proposals were accepted by the network, Shanks will have what he called an "unprecedentedly long" contract with CBS. While not specific, he said that it was for "over a year, no outs and no stips," adding that "we either succeed or sink together on this one." Having a long-term contract was important to him, Shanks said, because it said that "CBS is in the fight" to make the program number one.

(Winston, who resigned as executive director of *Morning News* after the decision was made to take it away from the news division [BROADCASTING, Aug. 4], had a two-part contract with the network. The first part included her work developing a new frustrated because everything wasn't done. But coming into public broadcasting, after six months, that I know as much as I know now, I feel pretty good about it, because this was an education for me. And while I was being educated I think we were also able to accomplish some things."

Rubenstein describes public broadcasting as "an industry with a tremendous future." It will be 20 years old in 1987, and "we spent a good part of those two decades establishing procedures from nought." Commercial broadcasting, in its 60-plus-year history, "has gone through a lot of metamorphoses," he says. Perhaps public broadcasting "is about due for taking a good look at ourselves, saying: 'Is everything that we're doing the correct thing? Do we have to have these procedures? Some of these things that slow us down, are they really necessary?'" Rubenstein sees a "new generation of managers" coming in. "As long as we remain open-minded, we can keep that which is good, and that which isn't, change." □

Tracking PAC's as elections approach

Second-quarter contributions to political candidates led by NCTA

Contributions from the Fifth Estate to congressional candidates continue to rise as the Nov. 4 midterm elections draw near. According to second-quarter reports filed with the Federal Election Commission, the key political action committees (PAC's) supported by the broadcasting, cable and motion picture industries distributed more than $349,000 in campaign contributions. Leading the way in second-quarter disbursements (April 1 to July 15, 1986) was the National Cable Television Association's CablePAC with $105,850 in contributions, followed by the American Family Corp.'s PAC which distributed $76,775. American Family is a Columbus, Ga.-based firm with major insurance interests that also owns six television stations. NCTA was not alone in its contributions. Other cable industry PAC's were active over the second quarter including Turner Broadcasting (parent company of Cable News Network and superstation WTBS[TV]) which spent $3,110 and Daniels & Associates's Danielspac with $1,750.

For broadcasting, the National Association of Broadcasters' TARPAC (Television and Radio PAC) is the major political fund raiser and purveyor for the industry. TARPAC reported $28,201 in disbursements to candidates. Disbursements from the Association of Independent Television Stations PAC were higher, at $43,400. Several broadcast group operators such as American Family also have their own committees, including Jefferson-Pilot Corp., which reported $9,750 given to candidates.

The Hollywood production community is a big source of campaign money. In addition to the contributions made by the Motion Picture Association of America's PAC ($15,158), most of Hollywood's major studios have their own PAC's. Among some of the contributions reported by Hollywood: MCA PAC, $29,342; Gulf & Western, $21,500; 20th Century Fox Film Corp., $11,700, and Lorimar PAC, $3,400. More money is distributed by other studio PAC's and through contributions by individuals in the production community.

For example, MCA gave $1,000 to Representative Jim Jones (D-Okla.) who is challenging Senator Don Nickels (R-Okla.). It also gave, through its Universal City Studios, $1,727 to Jones. Often individual PAC's are established for specific candidates by motion picture industry leaders. Producer Norman Lear is the sponsor of the Harriett Woods for Senate Exploratory Committee. Woods is the Democratic candidate seeking the Missouri Senate seat held by Thomas Eagleton (D-Mo.) who is retiring.

The Southern California Victory Fund is a PAC that distributes funds to a number of candidates including House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) who is running for the Senate. That group is affiliated with Southern California Freeze Voter PAC. It raised $35,039 during the second quarter, although no funds were reported out.

Much of the Fifth Estate PAC money goes to members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications policy, and House and Senate Judiciary Committees, which oversee copyright matters. Members on the Budget and Appropriations Committee and the House Ways and Means Committee often receive contributions.

Wirth's campaign war chest has already gone past a million. According to filings at the FEC (in addition to the second-quarter filing, Wirth's records included funds raised during the Colorado primary [July 1 to July 23, 1986]), total receipts for the year to date were listed at roughly $1.6 million of which $1.4 million has been spent.

In additon to the PAC money, many Fifth Estate leaders, lobbyists and lawyers active in communications give to candidates. Among some of the individuals contributing to Wirth's Senate campaign: actor Ed Asner, $250; James Robbins, Cox Cable Communications, $300; Henry Gillespie, Turner Broadcasting, $300; Thornton Bradshaw, RCA Corp., $250; John Saeman, Daniels & Associates, $1,000; Marvin Davis, Davis Oil, $1,000; Trygve Myhren, ATC, $500; Stuart Subotnik, Metromedia, $500; Fred Vierra, United Cable, $200; Thomas Marinkovich, Daniels & Associates, $500; Thomas Murphy, Capital Cities/ABC, $1,000; Stephen Weiswasser, Capital Cities/ABC, $250; Daniel Burke, Capital Cities/ABC, $250; Michael Mallardi, Capital Cities/ABC, $250; Jack Howard, Scripps Howard Broadcasting, $250; Ronald Doerfler, Capital Cities/ABC, $250; Leonard Goldenson, Capital Cities/ABC, $250; Jerry Lindauer, Prime Cable, $300; Donald Pels, LIN Broadcasting, $250; producer Norman Lear, $1,750; producer Stephen J. Cannell, $500; Amos Hostetter, Continental Cablevision, $1,000; Mel Harris, Paramount Pictures, $500; James Bunker, M/A Com, $1,000; Frank Drendel, M/A Com, $1,000; Joseph Saloom, M/A Com, $250; Frank Brand, M/A Com, $500; Corporation for Public Broadcasting board member Sharon P. Rockefeller, $700; Marc Nathanson, Falcon Communications, $1,000, and Sidney Sheinberg, MCA, $1,000.

Contributions to Wirth's campaign were also made by: MGM/UA PAC, $1,000; Hollywood Womens PAC, $500; Comsat PAC, $1,000; Viacom, $1,000; Warner Amex Cable PAC, $1,500, and Alliance of Motion Picture Television Producers, $500.

Also in the House, Representative Norman Lent (R-N.Y.), who is now ranking minority member on the House Energy and Commerce Committee, appears to have the financial support of the broadcasting and cable industries. Lent's reelection committee received $500 from INTV, $1,000 from NAB and $3,000 from NCTA. Lent had raised $182,203 by the close of the second quarter.

Representative Edward Markey (D-Mass.), who is in line to succeed Wirth as House Telecommunications Subcommittee chairman, reported total receipts (calendar year-to-date) of $100,624. Among those contributing to Markey: Michael Bader, Haley, Bader & Potts, $250; Jason Berman, Warner Communications, $250; George

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Duffy, Colonial Cablevision, $200; Wallace Dunlap, Westinghouse Broadcasting, $250; MPAA's Jack Valenti, $250; Ray Moran, KJTV-TV Lubbock, Tex., $1,000; James Lavenstein, KOKI-TV Tulsa, Okla., $1,000; Robert Ross, Turner Broadcasting, $250; Richard Wiley, Wiley, Rein & Fielding, $250, and American Society of Composers, Authors and Publishers, $500.

House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) is seeking reelection and has received $76,725 in contributions for the second quarter of 1986 from, among others: Timothy A. Boggs, Warner Communications, $400; James Lavenstein, KOKI-TV Tulsa, Okla., $1,000; Edward P. Murphy, National Music Publishers Association, $250; Albert Holtz, Meridian Communications, $500; Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, $750; Ray Moran, KJTV-TV Lubbock, Tex.; $750; law firm of Blum, Nash & Railsback, $800; Richard Hutcheson III, Impact Television Group, $250; James P. Mooney, NCTA, $500, and ASCAP, $1,000.

On the Senate side, Senator Warren Rudman (R-N.H.), who chairs the appropriations subcommittee with jurisdiction over the FCC, is running for reelection. Rudman had raised $510,314 by the end of the second quarter. Among his contributors: Ronald Davenport, Sheridan Broadcasting, $250; Mrs. Mary M. Valenti, $1,092; Laurence D. Gleason, DEG Entertainment Group, $250; Arthur Price, MTM Productions, $250; Sidney Sheinberg, MCA, $300; actor-producer Henry Winkler, $300; Robert Daly, Warner Communications, $500; Barry Diller, 20th Century Fox, $300; Michael Eisner, Walt Disney, $300; W.J. Host, Host Communications, $500; David LaFrance, Microband Corp. of America, $500; Michelle Laxalt, Laxalt Corp., $500; Gary Nardino, Gary Nardino Productions, $300; Kelly Smith, Embassy Television, $250; Frank Wells, Walt Disney, $300; Clive Runnells, Mid-Coast Cable Television, $125; Mrs. Nancy Runnells, $125; Mel Blumenthal, MTM Productions, $100, and Timothy Boggs, Warner Communications, $150.

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Senator Ernest Hollings (D-S.C.), ranking minority member on the Senate Commerce Committee, received a total of $1,743,223 in contributions since 1985. During the second quarter he raised $384,437 from, among others: Lew Wasserman, MCA, $1,000; MCA PAC, $1,000; MGM/UA PAC, $500; MPAA PAC, $1,000; Walt Disney PAC, $500; James Jolley, Multimedia Broadcasting, $250; James McCourt, Pirelli Cable, $500; Alexander Rosenzweig, Pirelli Cable, $500; Douglas Smith, WYFF-TV Greenville, S.C., $250; NCTA PAC, $4,000; Pirelli Cable PAC, $1,000, and Warner Communications PAC, $1,000.

Below, BROADCASTING has compiled a list of some of the Fifth Estate PAC's with totals for each candidate for the second quarter (April 1 to July 15, 1986). The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses. Incumbent Senate members up for re-election this year are in bold. Members' major committee assignments are identified by: CC-House or Senate Commerce Committees; TS-House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC-House or Senate Judiciary Committees; CS-House or Senate Copyright Subcommittees; AC-House or Senate Appropriations Committees; BC-House or Senate Budget Committees, and WMC-House Ways and Means Committee.

American Family

Cash on hand at start of quarter: $125,071. Total receipts: $50,317. Disbursements: $76,775. Cash on hand at close of quarter: $98,615.

House

Bill Boner (D-Tenn.)	$500
George Darden (D-Ga.)	$250
Byron Dorgan (D-N.D.) WMC	$500
John Duncan (R-Tenn.) WMC	$1,000
Bobbi Fiedler (R-Calif.) BC	$1,000
Wyche Fowler (D-Ga.)	$5,000
Sam Gibbons (D-Fla.)WMC	$3,000
Newt Gingrich (R-Ga.)	$500
Joan Hastings (Republican candidate for Oklahoma House seat)	$250
Charles Hatcher (D-Ga.)	$250
W.G. Hefner (D-N.C.)	$300
Joe Hoeffel (Democratic candidate opposing Pa. Republican Lawrence Coughlin)	$5,000
Barbara Kennelly (D-Conn.) WMC	$500
Norman Lent (R-N.Y.) CC	$500
Marilyn Lloyd (D-Tenn.)	$300
Buddy MacKay (D-Fla.) BC	$250
Thomas Marchant (Republican primary candidate for South Carolina House seat)	$250
Ron Marlenee (R-Mont.)	$250
Tom McMillen (Democratic candidate for Maryland House seat)	$250
George O'Brien (R-Ill.)	$2,500
Stan Parrish (Republican primary candidate for Utah House seat)	$5,000
James Quillen (R-Tenn.) RC	$500
Nick Rahall (D-W.Va.)	$250
Don Ritter (R-Pa.) TS	$350
Tommy Robinson (D-Ark.)	$5,000

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
BBDO International	Second	$98,015	17	$6,620	11	$0.51
Comcast Corp.	Second	$32,570	12	$4,595	35	$0.19
Gannett Co.	Second	$716,177	29	$77,189	8	$0.96
Harris Corp.	Fourth	$577,205	-5	$16,919	5	$0.42
	Year	$2,216,636	-3	$59,609	-26	$1.48
Malrite Comm.	Second	$28,909	30	$634	-50	$0.05
SFN Companies	Second	$101,301	-21	$1,976	NM	NM
Tele-Comm. Inc.	Second	$161,624	12	$51,641	NM	$0.48
Tri-Star Pictures	Second	$55,841	-44	$6,738	35	$0.28
United Cable	Year	$195,766	16	$8,901	-28	$0.32

Second-quarter results of **BBDO International** include consolidation of Ingalls Associates, Boston-based agency. ■ **Comcast Corp.** said "cash generated from operations" increased 27% to $11.1 million. ■ **Gannett** had five-fold increase in interest expense for second quarter, to $20 million. Second-quarter broadcasting revenue was $95.5 million. Company said on pro-forma basis (adjusting for recent acquisitions), broadcasting revenue rose 6% in second quarter and 11% in first half. Local TV revenue was up 15% in second quarter and 17% in first half, whlie national revenue was up 4% in quarter and 10% in half. Radio revenue was up 6% in both quarter and half. ■ **Malrite Communications** said cash flow from stations was $7.5 million. ■ **SFN Companies** had net loss of $3.8 million in previous year's second quarter. Company has no publicly traded common stock but has preferred shares listed on American Stock Exchange. ■ In previous year's second quarter **Tele-Communications Inc.** had net earnings of $24,000. Most recent results include "gain on sale and exchange of assets," of $88.3 million, compared to $3.1 million in preceding second quarter. Company said "funds provided from operations before interest expense" was $70 million, up 17%. ■ Operating profit for **Tri-Star Pictures** was up 9% to $7.9 million. ■ **United Cable Television** said operating income increased 20% to $81.9 million. Net income was affected by $4.9-million loss from discontinued operations.

The week went to CBS

CBS won the prime time race for the week ended Aug. 31 with a 12 rating and a 22 share, compared to NBC's 11.7/22 and ABC's 10.9/20. A year ago the standings were: NBC, 13.2/24, CBS, 12.5/23 and ABC, 11.1/20. In the network evening news race, the numbers for the week were: CBS, 11.1/23, ABC, 10.3/21 and NBC, 10/21. A year ago the standings for the networks were CBS, 10.9/23, ABC, 10.4/22 and NBC, 8.8/18.

HUT levels (homes using television) for the week averaged 54.1%, compared to 54.6% a year ago. Nine of the top 10 programs were comedies, led by *Cosby;* the exception was fifth-ranked *Moonlighting.* Part one of the NBC special, *Spitting Image,* ranked 28th out of 63 shows with an average 12.2/24. ABC's *Monday Night Baseball* ranked 44th with an average 10.4.18, and CBS's prime time version of *The Price is Right* followed in 45th with a 10.1/18. CBS won Sunday and Monday; ABC took Tuesday and Friday, and NBC won Wednesday, Thursday and Saturday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.4/45
2.	Family Ties	NBC	23.7/41
3.	Cheers	NBC	21.6/37
4.	Night Court	NBC	20.2/35
5.	Moonlighting	ABC	18.9/31
6.	Newhart	CBS	18.7/30
7.	Kate & Allie	CBS	18.2/30
8.	Growing Pains	ABC	18.0/30
9.	Who's the Boss?	ABC	17.0/30
10.	Golden Girls	NBC	16.8/32
11.	You Again	NBC	15.5/26
12.	Cagney & Lacey	CBS	15.4/27
13.	Murder, She Wrote	CBS	15.2/31
14.	20/20	ABC	14.7/28
15.	Gimme a Break	NBC	14.7/24
16.	Scarecrow & Mrs. King	CBS	14.2/25
17.	Amazing Stories	NBC	14.0/24
18.	60 Minutes	CBS	13.8/32
19.	Highway to Heaven	NBC	13.4/24
20.	Crazy Like a Fox	CBS	13.4/23
21.	Summer Girl	CBS	13.3/25
22.	Valerie	NBC	13.3/24
23.	Spenser: For Hire	ABC	13.3/24
24.	Mr. Belvedere	ABC	13.2/26
25.	Equalizer	CBS	12.9/23
26.	Webster	ABC	12.4/26
27.	A Time to Live	NBC	12.4/21
28.	Spitting Image	NBC	12.2/24
29.	Perfect Strangers	ABC	12.0/22
30.	The Cheap Detective	ABC	11.8/22
31.	Love Boat	ABC	11.8/22
32.	Magnum, P.I.	CBS	11.8/19
33.	227	NBC	11.5/23
34.	Hill Street Blues	NBC	11.5/22
35.	MacGyver	ABC	11.5/19
36.	Football, Houston-Dallas	CBS	11.4/25
37.	Arizona Ripper	NBC	11.2/19
38.	Getting Physical	CBS	10.9/21
39.	Trapper John, M.D.	CBS	10.8/20
40.	1986	NBC	10.8/19
41.	Mr. Sunshine	ABC	10.8/19
42.	Hotel	ABC	10.7/19
43.	Simon & Simon	CBS	10.6/18
44.	Monday Night Baseball	ABC	10.4/18
45.	Price Is Right	CBS	10.1/18
46.	D.C. Cop	CBS	10.1/18
47.	St. Elsewhere	NBC	10.0/18
48.	Facts of Life	NBC	9.8/21
49.	TV Bloopers & Prac. Jokes	NBC	9.7/19
50.	Twilight Zone	CBS	9.6/19
51.	Hunter	NBC	9.3/19
52.	Under the Rainbow	CBS	9.1/16
53.	Powers Play	CBS	8.9/19
54.	Deadly Lessons	ABC	8.8/18
55.	Football, L.A. Rams-Denver	NBC	8.5/17
56.	Case Busters	ABC	8.1/17
57.	Punky Brewster	NBC	7.4/17
58.	Silver Spoons	NBC	7.3/18
59.	Man with Bogart's Face	NBC	6.6/13
60.	Ripley's Believe It Or Not	ABC	6.5/11
61.	Diff'rent Strokes	ABC	5.9/13
62.	Benson	ABC	5.3/11
63.	The Colbys	ABC	5.3/9

Dan Rostenkowski (D-Ill.) chairman, Ways and Means	$5,000
Marty Russo (D-Ill.) BC, WMC	$500
Richard Shelby (D-Ala.) (He is running for the Senate)CC	$2,000
Fortney H. Stark (D-Calif.) WMC	$1,000
Don Sundquist (R-Tenn.)	1,000
Pat Swindall (R-Ga.) CS	$250
Lindsay Thomas (D-Ga.)	$250
Guy Vander Jagt (R-Mich.) WMC, chairman of National Republican Congressional Committee	$1,000
Doug Walgren (D-Pa.) CC	$250
Vin Weber (R-Minn.)	$350
Bob Whittaker (R-Kan.) CC	$250

Senate

Jim Abdnor (R-S.D.) AC	$3,500
James Broyhill (R-N.C.)	$5.125
John H. Chafee (R-R.I.)	$5.000
Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.])	$5,000
Charles Grassley (R-Iowa) BC, JC	$3,000
Chic Hecht (R-Utah)	$500
Don Nickles (R-Okla.)	$1,000
Larry Pressler (R-S.D.)	500
Malcolm Wallop (R-Wyo.)	$2,000

Danielspac PAC (Daniels & Assoc.)

Cash on hand at start of quarter: $13,478. Total receipts: $3,064. Disbursements: $1,750. Cash on hand at close of quarter: $14,793.

House

Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	$1,700

Gulf + Western

Cash on hand at start of quarter: $68,863. Total receipts: $16,615. Disbursements: $21,500. Cash on hand at close of quarter: $63,979

House

Beryl Anthony (D-Ark.) WMC	$500
John Bryant (D-Tex.) TS	$500
Thomas Carper (D-Del.)	$500
Butler Derrick (D-S.C.) BC	$1,000
John Dingell (D-Mich.) chairman, Energy and Commerce Committee	$1,000
Vic Fazio (D-Calif.) AC, BC	$1,500
Bill Frenzel (R-Minn.) WMC	$500
Martin Frost (D-Tex.) BC	$500
Sam Gibbons (D-Fla.)WMC	$500
Bill Green (R-N.Y.) AC	$500
Frank Guarini (D-N.J.) WMC	$500
Raymond McGrath (R-N.Y.) WMC	$500
George Miller (D-Calif.) BC	$500
Peter Rodino (D-N.J.), chairman, Judiciary Committee	$2,000
Marge Roukema (R-N.J.)	$500
Bob Torricelli (D-N.J.)	$500

Senate

Quentin Burdick (D-N.D.) AC	$1,000
Alfonse D'Amato (R-N.Y.) AC	$5,000
Christopher Dodd (D-Conn.)	$1,000
Paula Hawkins (R-Fla.), chairman, Children, Family, Drugs & Alcoholism Subcommittee	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Steven Symms (R-Idaho) BC	$1,000

Other

America's Leaders Fund (PAC established by Representative Dan Rostenkowski's [D-Ill.]	$1,000

INTV

Cash on hand at start of quarter: $55,048. Total receipts: $29,035. Disbursements: $43,400. Cash on hand at close of quarter: $40,683.

House

Howard Berman (D-Calif.) CS	$200

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Stay ■ Tuned

A professional's guide to the intermedia week

Network TV □ **ABC** *Monday Night Football* (season premiere, Giants vs. Cowboys), Monday, 9 p.m.-conclusion. *The Winds of War* (part 2, "The Storm Breaks"), Tuesday; (part 3, "Cataclysm"), Wednesday, 8-11 p.m. both nights. *ABC Sports* (NFL football, Patriots vs. Jets), Thursday, 8 p.m.-conclusion. *The Winds of War* (part 4, "Of Love and War"), Friday, 8-11 p.m. *ABC Sports* (CFA college football, Michigan vs. Notre Dame), Saturday, 3-7 p.m. *The Winds of War* (part 5, "The Changing of the Guard"), Saturday; (part 6, "Into the Maelstrom"), Sunday, 8-11 p.m. both nights.

□ **CBS:** *The Wizard* (premiere, action-adventure series), Tuesday, 8-9 p.m. *CBS Tuesday Movie*: "Moscow on the Hudson" (network TV debut, stars Robin Williams, directed by Paul Mazursky), Tuesday, 9-11 p.m. *The Drug Knot* (CBS special about teen-age drug abuse, stars David Toma as himself), Wednesday, 8-9 p.m. *American Geisha* (mini-series, Pam Dawber stars) Thursday, 9-11 p.m. *CBS Special Movie*: "Deathtrap" (network TV debut, stars Michael Caine, Christopher Reeve and Dyan Cannon), Friday, 9-11:30 p.m. *CBS Sports*: *The Mercedes Mile on Fifth Avenue* (one-mile race, Mary Decker-Slaney, Maricica Puica of Romania and course record holder Sydney Maree will compete), Saturday, 2-2:30 p.m.; (*College football:* Ohio State Buckeyes vs. Washington Huskies), Saturday, 2:30-6 p.m. *CBS Special Movie*: "Raging Bull" (network premiere, stars Robert DeNiro), Saturday, 8:30-11 p.m. *The Last Days of Patton* (Chrysler Showcase presentation, stars George C. Scott, Murray Hamilton, Richard Dysart), Sunday, 8-11 p.m.

□ **NBC:** *Our House* (preview of new series), Thursday, 8:30-9:30 p.m. *Today At Night, Volume II* (live special, examines past, present and future of TV), Thursday, 10-11 p.m. *Fast Copy* (news features culled from national magazines), Friday, 10-11 p.m. *Easy Street* (preview of new series), Saturday, 9:30-10 p.m. *Miss America Pageant* (live), Saturday, 10 p.m.- midnight. *Our House* (pre-season debut in regular time slot), Sunday, 7-8 p.m.

□ **PBS:** *American Masters: Eugene O'Neill* (profile), Monday, 9-11:30 p.m. *Song of Survival* (documentary on Europeans held prisoner by Japanese in Southeast Asia), Wednesday, 8-9p.m.

Network radio □ **American Public Radio:** *Cincinnati May Festival* (Haydn's "The Creation"), Sunday (check local listings).

□

Museum of Broadcasting (1 East 53d Street, New York) *The Cage* original 1964 pilot for *Star Trek*, through Sept. 18. Also at MOB: *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, featuring all 40 installments of "Jet Fuel Formula," the first Rocky and Bullwinkle epic, through Sept. 18. Information: (212) 752-7684.

Frederick Boucher (D-Va.) CS	$2,250
John Bryant (D-Tex.) TS	$4,000
Dan Coates (R-Ind.) TS	$500
Howard Coble (R-N.C.) CC, CS	$500
William E. Dannemeyer (R-Calif.) CC, JC	$300
Mike DeWine (R-Ohio) CS	$1,000
Edward Feighan (D-Ohio) JC	$250
Hamilton Fish (R-N.Y.) JC	$500
Henry Hyde (R-Ill.) CS	$1,000
Delbert Latta (R-Ohio) BC	$200
Mickey Leland (D-Tex.) TS	$1,100
Norman Lent (R-N.Y.) CC	$1,000
Tom Loeffler (R-Tex.) AC, BC	$150
Tom Luken (D-Ohio) TS	$1,000
Romano Mazzoli (D-Ky.) CS	$750
John McCain (R-Ariz.)	$1,000
Carlos Moorhead (R-Calif.) TS, CS	$500
Bruce Morrison (D-Conn.) CS	$500
Bill Nelson (D-Fla.)	$300
Howard Nielson (R-Utah) TS	$500
Mike Oxley (R-Ohio) TS	$750
James Quillen (R-Tenn.) RC	$500
Bill Richardson (D-N.M.) CC	$200
Matthew Rinaldo (R-N.J.) TS	$1,000
Don Ritter (R-Pa.) TS	$1,500
Patricia Schroeder (D-Colo.) CS	$250
Charles Schumer (D-N.Y.) BC, JC	$250
Phil Sharp (D-Ind.) CC	$300
Al Swift (D-Wash.) TS	$2,000
Pat Swindall (R-Ga.) CS	$2,000
Tom Tauke (R-Iowa) TS	$500
Billy Tauzin (D-La.) TS	$1,000
Doug Walgren (D-Pa.) CC	$250
Vin Weber (R-Minn.)	$350
Bob Whittaker (R-Kan.) CC	$250

Senate

Christopher Bond (Republican candidate for Missouri Senate seat	$1,000
Wendell Ford (D-Ky.) CmS	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$4,000
Daniel Inouye (D-Hawaii) AC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$1,000
Frank Murkowski (R-Alaska)	$250
Dan Quayle (R-Ind.) BC	$500

Jefferson-Pilot

Cash on hand at start of quarter: $39,346. Total receipts: $8,407. Disbursements: $9,750. Cash on hand at close of quarter: $38,003.

House

Bill Cobey (R-N.C.)	$2,000
Alex McMillan (R-N.C.)	$1,500
Steve Neal (D-N.C.)	$2,000

Senate

James Broyhill (R-N.C.)	$3,250

Other

HI PAC (Health Insurance Association of America)	$1,000

Lorimar-Telepictures

Cash on hand at start of quarter: $3,068. Total receipts: $20,000. Disbursements: $3,400. Cash on hand at close of quarter: $19,668

House

Vic Fazio (D-Calif.) AC, BC	$300
Peter Rodino (D-N.J.) chairman, Judiciary Committee	$500
Marty Russo (D-Ill.) BC, WMC	$600

Senate

Edward Kennedy (D-Mass.) CS	$1,000

MCA PAC

Cash on hand at start of quarter: $45,038. Total receipts: $29,675. Disbursements: $29,342. Cash on hand at close of quarter: $45,372

House

Jim Bates (D-Calif.) TS	$300
Howard Berman (D-Calif.) CS	$600
Douglas Bosco (D-Calif.)	$250
Barbara Boxer (D-Calif.) BC	$300
Tony Coelho (D-Calif.), chairman, Democratic Congressional Campaign Committee	$500
William E. Dannemeyer (R-Calif.) CC, JC	$300
Tom Daschle (D-S.D.) (Daschle is running for the Senate)	$500
Mike DeWine (R-Ohio) CS	$500
Thomas Downey (D-N.Y.) BC, WMC	$500
John Duncan (R-Tenn.) WMC	$500
Vic Fazio (D-Calif.) AC, BC	$1,500
Edward Feighan (D-Ohio) JC	$250
Sam Gibbons (D-Fla.)WMC	$1,000

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Dan Glickman (D-Kan.) JC	$500
Frank Guarini (D-N.J.) WMC	$500
James R. Jones (D-Okla.) WMC	$2,727.32
Tom Lantos (D-N.Y.)	$500
Richard Lehman (D-Calif.)	$300
Mickey Leland (D-Tex.) TS	$300
George Miller (D-Calif.) BC, chairman, Select Children, Youth and Families	$300
Bruce Morrison (D-Conn.) CS	$500
J.J. Pickle (D-Tex.)	$500
Peter Rodino (D-N.J.) JC	$2,000
Dan Rostenkowski (D-Ill.) chairman, Ways and Means	$2,000
Marty Russo (D-Ill.) BC, WMC	$1,000
Patricia Schroeder (D-Colo.) CS	$500
Richard Shelby (D-Ala.) (Shelby is running for the Senate) CC	$1,000
Larry Smith (D-Fla.) JC	$300

Syndication Marketplace

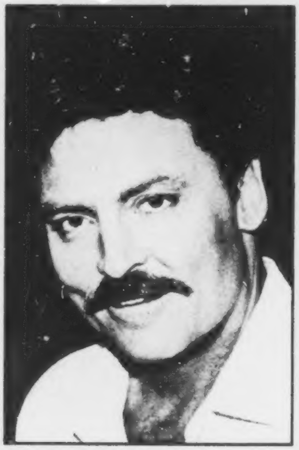
Group W Productions, in conjunction with Taft Communications, is developing *Salem's Children*, a half-hour gothic serial strip, for fall 1987. *Salem's Children* will follow the decendents of witches and warlocks in Salem, Mass., but will be geared more towards romance and mystery than horror. The show will have a regular cast, and will be produced by Martin Tahse and directed by Robert Thompson. Marketing plans for the show have not been determined. Group W will also bring to NATPE one of three first-run sitcoms currently under consideration, and, as previously announced, another first-run sitcom and a series of health specials produced in association with Bristol-Myers. The monthly health specials will be called *LifeQuest*. In January, *20 Years of Rock*, a two-hour pilot for a series, will air. The special will be a redevelopment of *Let the Good Times Rock*, which did not make it to its premiere this fall. Group W will also have a previously announced one-hour talk show strip hosted by Wil Shriner, and the animated strip *Bravestarr*. Group W may also revive *Fun for the Money*, a game show that did not make it to its debut this fall, as a mid-season replacement.

Embassy Communications has struck a distribution deal with George Harrison's Handmade Films for the distribution of five films—"Time Bandits," "The Long Good Friday," "Privates on Parade," "Bullshot Crummond" and "A Private Function." Leslie Z. Tobin, vice president, motion picture sales and acquisitions, said Embassy is currently negotiating for the distribution rights to two more Handmade Films that will be released this year. "We're happy to be in business with them," said Tobin of the Handmade deal, adding that the relatively low budgets of the pictures makes them particularly attractive to distribute. "Time Bandits," which cost only $5 million to produce, made $46 million in its theatrical release. Tobin is currently finalizing titles for Embassy's three film packages: "Embassy III," "Embassy IV" and "Embassy Night at the Movies." "Time Bandits" will become part of "Embassy III." The Handmade deal follows other recent deals with DEG and New Line Cinema.

Time Bandits

MCA-TV reports that it has cleared its new animated strip, *Bionic Six*, in 70% of the country, including 23 of the top 25 markets. The show will premiere in April 1987, for use on Saturdays and Sundays, and will go to a strip by mid-September. During the first three quarters of years one and two, stations will get three-and-a-half minutes of advertising time, and MCA-TV will keep two-and-a-half. During the fourth quarter of the first two years, stations will get four minutes and MCA-TV will get two minutes. After that stations will get the series with no time withheld by MCA. *Bionic Six* is produced by MCA's TMS Entertainment, and has a production budget of $25 million.

The Curran-Victor Co. has begun sales of the six-hour, first-run mini-series, *Hemingway*, starring Stacey Keach, for its April 1988 airdate. Among initial clearances are WPIX(TV) New York, KCOP(TV) Los Angeles and WGN-TV Chicago. The mini-series is based on Carlos Baker's biography. *Hemingway* is a co-production of Daniel Wilson Productions Inc., New York, and Alcor Film GmbH, Munich. It will be shot on location in Paris, Spain, Venice, the Austrian Alps and Africa. Danny Wilson will produce. Sales are for cash plus barter, for four runs over five years. In the first runs, stations will get nine minutes per hour, and Curran-Victor will keep one minute. Runs three and four are for straight cash.


Keach

LBS Communications is distributing a pilot of a proposed new half-hour mystery series, *Max Haines Crime Flashback*, that air in January. Max Haines, a real crime reporter for *The Toronto Sun*, will appear as on-air host in the series. Story lines in the series will be based on actual crime stories research. A Canadian cast will star in the pilot. Barter distribution will give LBS two-and-a-half minutes and stations four minutes. LBS and Tribune Broadcasting have also renewed its half hour, *Tales From the Darkside*, for its third season, beginning Sept. 22 on 135 stations covering 90% of the country. Barter distribution gives stations three-and-a-half minutes and LBS three minutes.

Gaylord Production Co. has signed Jackie Kahane as executive producer of *Off the Wall*, the weekly latenight comedy series that premieres in 70% of the country on Sept. 15. *Off the Wall* is distributed by **Fries Entertainment**. Kahane is also executive producer of *The Nightowls*, a comedy currently in development.

ABR Entertainment reports that it has cleared *The New Crosswits* in 71 markets covering 62% of the country. *The New Crosswits* goes on the the air on Sept. 8 in most markets. Three stations, following the lead of WNEP-TV Wilkes Barre, Pa., opted to carry the show in an early premiere beginning this summer—KRON-TV San Francisco, KGGM-TV Albuquerque, N.M., and WTVX(TV) Fort Pierce, Fla. Sales are on a cash-plus-barter basis with ABR holding back one minute. Orbis is selling the national barter minute.

Western World Television/Samuel Communications is offering *The Bearwitness News*, a 65-episode half-hour strip combining animation, and live action footage, for a March 1987 debut. Two half-hour *Bearwitness News* specials will be seen this fall. HiMark International Teleproduction Corp. will produce the programs. Both the specials and the series star Ted E. Bear and are sold on a barter basis with three-and-a-half minutes of advertising for stations and two-and-a-half for WW/Samuel. Tom Smothers is the voice of Ted E. Bear. Bear also starred in *The Bear Who Slept Through Christmas*, now in its 12th year in syndication, and *The Great Bear Scare*. The latter has been seen by an international audience of 240 million according to the syndicatior.

TEN reports that it has cleared *Cosmos—A Special Edition*, a package of three two-hour programs hosted by Carl Sagan, in 80 markets covering 70% of the country. Sales include KCOP(TV) Los Angeles, WPWR-TV Chicago, KTVU(TV) San Francisco, WXNE-TV Boston, WKBD-TV Detroit, WTTG(TV) Washington, KDFI-TV Dallas, WCLQ-TV Cleveland, KTHT(TV) Alvin, Tex. (Houston), WPTT-TV Pittsburgh and WVUE(TV) Atlanta. Barter sales give station 14 minutes, and TEN 10 minutes per two-hour episode.

Fortney H. Stark (D-Calif.) WMC	$500
Tom Tauke (R-Iowa) TS	$500
William Thomas (R-Calif.) WMC	$500
Bob Torricelli (D-N.J.)	$500
Guy Vander Jagt (R-Mich.) WMC, chairman of National Republican Congressional Committee	$150
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	$1,000
Ron Wyden (D-Ore.) CC	$500

Senate

Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.])	$1,000
Charles Grassley (R-Iowa) BC, JC	$1,000
Ernest Hollings (D-S.C.) AC, CmS	$1,000
Harriet Woods (Democratic candidate for Missouri senate seat)	1,000

Motion Picture Assoc. of America

Cash on hand at start of quarter: $4,905. Total receipts: $13,000. Disbursements: $15,158. Cash on hand at close of quarter: $2,746.

House

Bill Alexander (D-Ark.) AC	$500
Tom Daschle (D-S.D.)	$500
Mike DeWine (R-Ohio) CS	$500
Vic Fazio (D-Calif.) AC, BC	$1,352
Jack Fields (R-Tex.) TS	$250
Thomas Foglietta (D-Pa.)	$300
Mickey Leland (D-Tex.) TS	$300
Barbara Mikulski (D-Md.) CC	$1,000
Peter Rodino (D-N.J.) JC	$2,352
Marty Russo (D-Ill.) BC, WMC	$2,000
Patricia Schroeder (D-Colo.) CS	$636.80
Bob Torricelli (D-N.J.)	$500
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	$1,572

Senate

John Glenn (D-Ohio)	$396
Charles Grassley (R-Iowa) BC, JC	$1,000

Other

National Democratic Party	$1,000

NAB (TARPAC)

Cash on hand at start of quarter: $54,105. Total receipts: $20,724. Disbursements: $28,201. Cash on hand at close of quarter: $48,129.

House

Frederick Boucher, (D-Va.) CS	$2,500
John Bryant (D-Tex.) TS	$500
Howard Coble (R-N.C.) CC, CS	$250
Mike DeWine (R-Ohio) CS	$500
Wayne Dowdy (D-Miss.) TS	$500
Dennis E. Eckart (D-Ohio) CC	$300
Stuart Epperson (R-N.C.)	$500
Edward Feighan (D-Ohio) JC	$250
Jack Fields (R-Tex.) TS	$500
Mickey Leland (D-Tex.) TS	$500
Peter Rodino (D-N.J.) chairman, Judiciary Committee	$500
Hamilton Fish (R-N.Y.) JC	$500
James J. Florio (D-N.J.) CC	$250
Norman Lent (R-N.Y.) CC	$1,000
Carlos Moorhead (R-Calif.) TS, CS	$750
David Obey (D-Wis.) AC	$500
Don Ritter (R-Pa.) TS	$350
Phil Sharp (D-Ind.) CC	$300
Jim Slattery (D-Kan.) BC, TS	$1,000
Larry Smith (D-Fla.) JC	$900
Pat Swindall (R-Ga.) CS	$250
Ed Towns (D-N.Y.)	$250
Doug Walgren (D-Pa.) CC	$250
Frank Wolf (R-Va.) AC	$500
Ron Wyden (D-Ore.) CC	$250

Senate

Christopher Bond (Republican candidate for Missouri senate seat)	$1,000
John Danforth (R-Mo.) BC, CC	$1,000
Slade Gorton, (R-Wash.) BC, CmS	$1,000
Patrick Leahy (D-Vt.) AC, CS	$500
Steven Symms (R-Idaho) BC	$1,000
John Warner (R-Va.)	$4,000

Other

Democratic Congressional Campaign Committee	$5,000

NCTA

Cash on hand at start of quarter: $100,799. Total receipts: $23,345. Disbursements: $105,850. Cash on hand at close of quarter: $18,295.

House

Robert Badham (R-Calif.)	$100
Jim Bates (D-Calif.) TS	$500
Howard Berman (D-Calif.) CS	$1,000
Tom Bliley (R-Va.) TS	$4,000
Julian Bond (candidate for Georgia House seat)	$250
Frederick Boucher, (D-Va.) CS	$1,000
John Bryant (D-Tex.) TS	$1,000
Dan Coats (R-Ind.) TS	$3,000
Howard Coble (R-N.C.) CC, CS	$1,000
Cardiss Collins (D-Ill.) TS	$500
Tom Daschle (D-S.D.) (He is running for the Senate)	$4,000
Mike DeWine (R-Ohio) CS	$1,000
Byron Dorgan (D-N.D.) WMC	$500
Robert Dornan (R-Calif.)	$100
Wayne Dowdy (D-Miss.) TS	$3,000
Dennis E. Eckart (D-Ohio) CC	$2,000
Vic Fazio (D-Calif.) AC, BC	$2,250
Jack Fields (R-Tex.) TS	$3,000
Hamilton Fish (R-N.Y.) JC	$1,000
James J. Florio (D-N.J.) CC	$3,000
Thomas Foley (D-Wash.)	$500
Dan Glickman (D-Kan.) JC	$1,000
Henry Hyde (R-Ill.) CS	$500
John Kasich (R-Ohio)	$250
Norman Lent (R-N.Y.) CC	$3,000
Tom Luken (D-Ohio) TS	$2,000
Edward Madigan (R-Ill.) CC	1,000
Romano Mazzoli (D-Ky.) CS	$500
Barbara Mikulski (D-Md.) CC	$900
Norman Mineta (D-Calif.)	$250
Joe Moakley (D-Mass.)	$1,000
Carlos Moorhead (R-Calif.) TS, CS	$1,000
Bruce Morrison (D-Conn.) CS	$500
John Murtha (D-Pa.) AC	$500
Howard Nielson (R-Utah) TS	$1,000
James Quillen (R-Tenn.) RC	$3,000
Bill Richardson (D-N.M.) CC	$1,250
Matthew Rinaldo (R-N.J.) TS	$2,000
Don Ritter (R-Pa.) TS	$2,000
Don Schaefer (R-Colo.) CC	$500
James Scheuer (D-N.Y.) TS	$1,000
Charles Schumer (D-N.Y.) JC	$500
F. James Sensenbrenner (R-Wis.) JC	$1,000
Phil Sharp (D-Ind.) CC	$1,000
Richard Shelby (D-Ala.) (He is running for the Senate) CC	$3,000
Gerry Sikorski (D-Minn.) CC	$1,000
Jim Slattery (D-Kan.) BC, TS	$2,000
Larry Smith (D-Fla.) JC	$300
Neal Smith (D-Iowa) AC	$500
Pat Swindall (R-Ga.) CS	$1,000
Tom Tauke (R-Iowa) TS	$1,000
Doug Walgren (D-Pa.) CC	$500
Henry Waxman (D-Calif.) TS	$2,000
Bob Whittaker (R-Kan.) CC	$1,000
Ron Wyden (D-Ore.) CC	$1,000

Senate

Christopher Bond (Republican candidate for Missouri senate seat)	$1,000
James Broyhill (R-N.C.)	$2,000
Alan Cranston (D-Calif.)	$1,000
Dennis DeConcini (D-Ariz.) CS	$1,000
Christopher Dodd (D-Conn.)	$1,000
Wendell Ford (D-Ky.) CmS	$1,000
Jake Garn (R-Utah) AC	$1,000
John Glenn (D-Ohio)	$1,000
Charles Grassley (R-Iowa) BC, JC	$2,000
Ernest Hollings (D-S.C.) AC, CmS	$4,000
Daniel Inouyne (D-Hawaii) AC, CmS	$200
Robert Kasten (R-Wis.) AC, BC, CC	$3,000
Patrick Leahy (D-Vt.) AC, CS	$4,000
Mack Mattingly (R-Ga.) AC	$1,000
Don Nickles (R-Okla.)	$1,000
Dan Quayle (R-Ind.) BC	$3,000
Arlen Specter (R-Pa.) AC, JC	$3,000
Steven Symms (R-Idaho) BC	$2,000

Other

Chairman's Council (Democratic Congressional Campaign Committee)	$1,000
Valley Education Fund (PAC established by Representative Tony Coelho [D-Calif.])	$1,000

Turner Broadcasting

Cash on hand at start of quarter: $154. Total receipts: $5,422. Disbursements: $3,110. Cash on hand at close of quarter: $2,466.

House

Julian Bond (Democratic candidate for Georgia House seat)	$500
Jim Bates (D-Calif.) TS	$300
Newt Gingrich (R-Ga.)	$500
Charles Hatcher (D-Ga.)	$250
Norman Lent (R-N.Y.) CC	$500
Carlos Moorhead (R-Calif.) TS, CS	$250
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	$300

Senate

Arlen Specter (R-Pa.) AC, JC	$500

20th Century Fox Film Corp.

Cash on hand at start of quarter: $18,220. Total receipts: $10,234. Disbursements: $11,700. Cash on hand at close of quarter: $16,754.

House

Vic Fazio (D-Calif.) AC, BC	$1,000
Peter Rodino (D-N.J.) JC	$2,000
Marty Russo (D-Ill.) BC, WMC	$1,000
Patricia Schroeder (D-Colo.) CS	$500
Larry Smith (D-Fla.) JC	$300
Tim Wirth (D-Colo.) chairman, Telecommunications Subcommittee	$1,500

Other

Chicago Campaign Committee (PAC established by Representative Dan Rostenkowski [D-Ill.])	$2,000
MPAA PAC	$3,000

HAAT: 328 ft. Address: 110 Herald Court, Punta Gorda, Fla. 33950. Principal is owned by Darie D. Hamilton. It has no other broadcast interests. Filed Aug. 26.

- Solana, Fla.—Frederick I. Shaffer III seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 346 Woodlawn Dr., Lawrence, Kan. 66044. Principal has no other broadcast interests. Filed Aug. 25.

- Solana, Fla.—Central Radio Communications Inc. seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 5433 Lescott Lane, Orlando, Fla. 32811. Principal is owned by Rayfield Crume and George Hochman. It has no other broadcast interests. Filed Aug. 25.

- Twin Falls, Idaho—Calvary Chapel of Twin Falls Inc. seeks 89.5 mhz; 3 kw; HAAT: 3,690 ft. Address: Box 271, 241 Main Ave. West, 83303. Principal is nonprofit corporation headed by Mike Kestter. Filed Aug. 22.

- Knox, Ind.—Knox Educational Broadcasting Foundation seeks 89.3 mhz; 376 w; HAAT: 203.3 ft. Address: Box 115, 46534. Principal is nonprofit corporation headed by Tim Carlton. Filed Aug. 25.

- *Pittsburg, Kan.—Pittsburg State University seeks 88.1 mhz; 72 kw; HAAT: 498.5 ft. Address: 1701 South Broadway, 66762. Principal is educational institution headed by Donald W. Wilson. Filed Aug. 14.

- Sturtevant, Wis.—James C. Anderson seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: 8142 Winchester, Chicago 60620. Principal has no other broadcast interests. Filed Aug. 21.

TV's

- Rio Grande City, Tex.—Robert Gonzalez seeks ch. 40; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 163 ft. Address: 614 S. 12th St., McAllen, Tex. 78501. Principal has no other broadcast interests. Filed Aug. 19.

- Victoria, Tex.—Turner Broadcasting and Communications seeks ch. 31; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 1,142 ft. Address: 1718 Martin Luther King Blvd., Tyler, Tex. 75702. Principal is owned by Linda Turner, who has no other broadcast interests. Filed Aug. 15.

- Chippewa Falls, Wis.—Family Group III seeks ch. 48; ERP vis. 640 kw, aur. 64 kw; HAAT: 334.8 ft. Address: 1145 Pine St., Green Bay, Wis. 54301. Principal is owned by Ian N. (Sandy) Wheeler, who owns Tampa, Fla.-based group of two AM's, two FM's and three TV's. Filed Aug. 20.

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Facilities Changes

Applications

AM's

Tendered

- WBYG (930 khz) Sandwich, Ill.—Seeks mod. of CP to increase power to 1.45 kw and make changes in ant. pattern. App. Aug. 29.

- WORC (1310 khz) Worcester, Mass.—Seeks CP to operate experimental synchronous station at Worcester simultaneously with primary WORC facility at Dudley, Mass., on same freq., 1310 khz, with 500 w. App. Sept. 2.

- WADE (1210 khz) Wadesboro, N.C.—Seeks CP to add night service with 1 kw; change day power to 500 w; change freq. to 1340 khz, and make changes in ant. sys. App. Aug. 26.

- KTCR (1530 khz) Wagoner, Okla.—Seeks CP to increase power to 5 kw and install DA-D. App. Sept. 2.

- WPLW (1590 khz) Carnegie, Pa.—Seeks CP to increase power to 5 kw. App. Aug. 26.

Accepted

- WPNX (1460 khz) Phenix City, Ala.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 2.

- KCAL (1410 khz) Redlands, Calif.—Seeks MP to change TL. App. Aug. 26.

- WROY (1460 khz) Carmi, Ill.—Seeks CP to make changes in ant. sys. App. Sept. 2.

- WACN (830 khz) Franklin, Ky.—Seeks MP to change TL. App. Sept. 2.

- KFJZ (870 khz) Fort Worth—Seeks CP to reduce day power to 500 w. App. Sept. 2.

- WQWM (1050 khz) Kaukauna, Wis.—Seeks mod. of lic. to operate transmitter by remote control. App. Sept. 2.

FM's

Tendered

- *WMCX (88.9 mhz) West Long Branch, N.J.—Seeks CP

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C1750-1

The Fifth Estate
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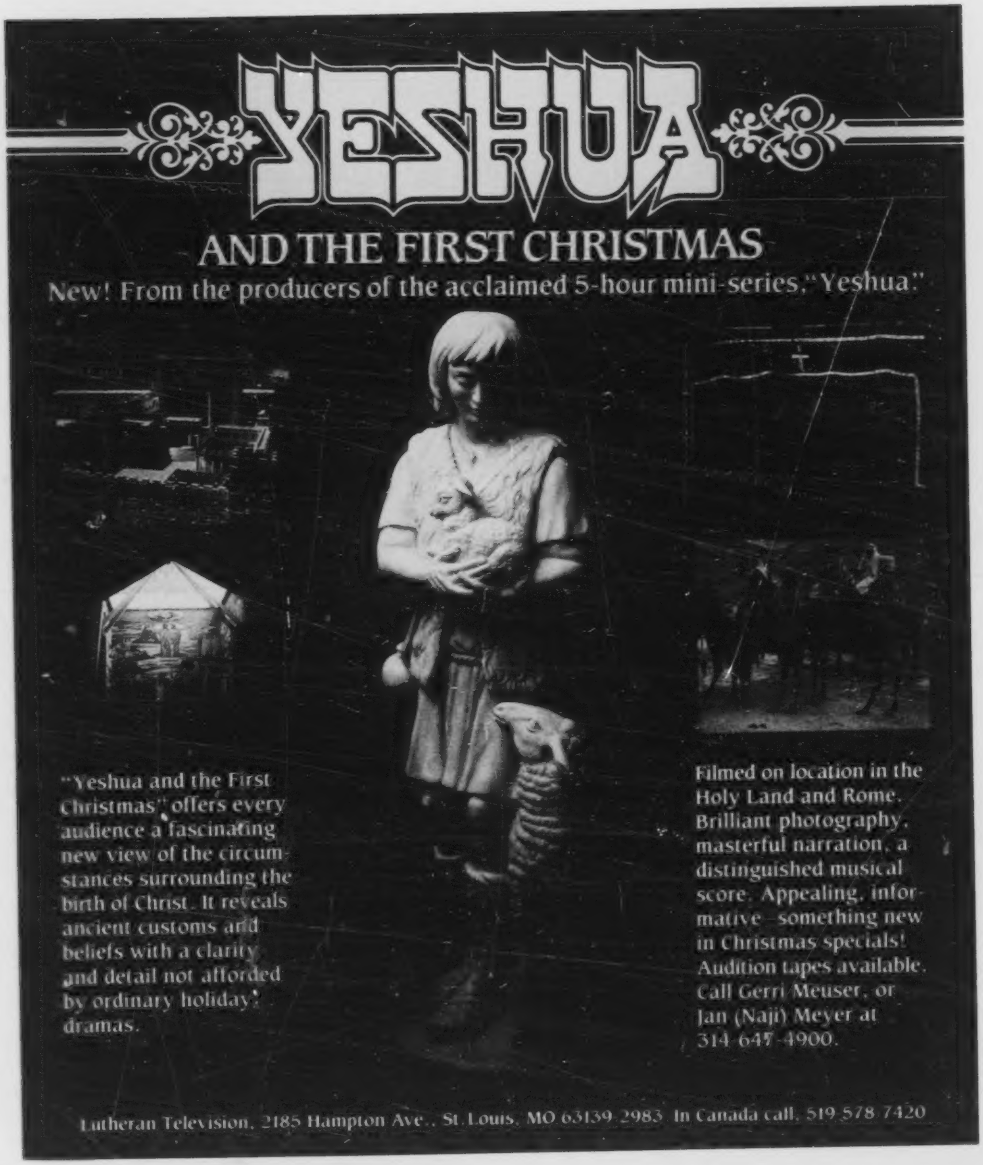
Broadcasting Sep 15



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55th Year 1986

As the World Turns at CBS

Vol. 111 No. 11

Broadcasting Sep 15

Top management changes at CBS
At Large with Michael Fuchs
Radio '86 in New Orleans

CBS SAGA □ Shake-up expected at beleaguered network comes to pass, with Wyman out after CBS board meeting. Stockholder Laurence Tisch of Loews Corp. named acting CEO; CBS founder William Paley returns as acting chairman; Sauter out as head of news. **PAGE 39.** A number of names have surfaced as prospects to head network. **PAGE 40.** Intensity of press scrutiny may have helped precipitate move. **PAGE 41.**

LIGHT IN FOREST □ FCC gives RKO way out of 20-year license challenge litigation, asking group owner to work out settlement with competitors for station licenses. **PAGE 42.**

SOUNDS OF NEW ORLEANS □ Record crowds converged on the Crescent City for the National Association of Broadcaster's Radio '86 convention. Talk centered on the major issues confronting that medium, including emphasis on AM improvement, technological innovation, station trading and competition for ad dollars. **PAGES 44-46**

TV VIOLENCE □ Annenberg School of Communications study finds 8-9 p.m. most violent hour in prime time television. **PAGE 46.**

TAKING STOCK □ These are turbulent times for the Fifth Estate and one at the top—Michael Fuchs of HBO—reflects in this "At Large" interview on where his company in particular, and the cable business in general, is heading. **PAGE 50.**

GROWING TREND? □ As public broadcasters look for ways to aleviate their fiscal ills, enhanced underwriting looks more and more attractive. **PAGE 70.**

PRIMED FOR PRIME TIME □ The networks fall schedules are unfolding, with more comedies, fewer action dramas and the return of some familiar faces. **PAGE 84.** A day-by-day chart of the programs, times, networks and producers is found on **PAGES 86-87**, as is a story on a Hollywood Radio and Television Society meeting at which the programing heads of the three networks talked about their respective lineups.

BRIGHTON BOUND □ The biennial International Broadcasting Convention is preparing to welcome more than 10,000 participants to Brighton, England, to hear technical papers on a number of topics including HDTV and digital video tape recording and view the latest in communications equipment. **PAGE 92.**

CABLE VICTORY □ Appeals court upholds lower court ruling that Utah law prohibiting "indecent material" transmitted via cable violates first amendment. **PAGE 100.**

CROSSOWNERSHIP CASE □ Marsh Media loses court challenge to FCC's broadcast TV-cable TV crossownerhip rules. **PAGE 100.**

BATTLE LINES □ Research Group founder and chairman Bill Moyes leads his company in the fight for higher ratings. **PAGE 119.**

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Programing

Network fall schedule falls into place

News programs, comedies take on larger role; fewer action/drama shows; many familiar TV faces return to prime time, including Lucille Ball, Andy Griffith

The 1986-87 prime time season is unfolding in a time of change, uncertainty and turmoil for network television. Network revenues are flat, and executives are frantically trying to adjust methods of operation, exploring ways to reduce expenses, without, as one observer put it last week, "throwing the baby out with the bathwater." It's the first full season at ABC when the impact of ownership by Capital Cities will be felt and the first season when General Electric is at the helm of NBC. At CBS, questions and speculation abound concerning the future of the house that William Paley built.

To some degree, the forces behind the scenes are reflected in this year's prime time schedule. Several trends have emerged. All three networks will try this season to woo viewers with additional one-hour, prime time news programs, which cost half as much or less, to produce than traditional hour-long entertainment shows. Four regularly scheduled prime time news programs are scheduled for the start of the new season, including NBC's *1986*, CBS's *60 Minutes* and ABC's *20/20* and *Our World*. In addition, CBS has committed to another 13-episode run of *West 57th*, scheduled to air some time in midseason. The four hours of already scheduled news shows for this season represent the most ever prime time, according to NBC research.

Another obvious and expected trend, given the success of NBC's *The Cosby Show*, is the re-emergence of the half-hour comedy as a dominant form in prime time. A total of 11 new comedies will join 17 returning comedies, the most since the 1981-82 season. While *Cosby's* success is a factor in that trend, production costs are viewed as an important element as well. Half-hour comedies cost, on average, between $300,000 and $500,000 per episode to produce, considerably less than the $750,000 to $1.2 million per episode it takes to make a one-hour action show. And the poor reception of one-hour shows at this year's program bazaar of the National Association of Television Program Executives has caused many producers of such shows to reevaluate the risks and rewards of producing them.

The number of one-hour action or drama shows is down from 30 going into the 1985-86 season to 28 this season. The sense from many television executives is that there will probably be fewer still going into next season. But they also stress they don't believe the form is dying out. They point out that viewers do not live by comedy alone—the popularity of program forms tends to be predictably cyclical. Just how far the market for one-hour programs will contract depends largely upon the ability of producers to get a handle on the costs of making them, as well as the future demand of such shows in the off-network syndication marketplace.

Many program producers this year have tried to improve the odds of coming up with a hit by casting familiar television faces (with proved track records) in new shows. Andy Griffith is back as NBC's *Matlock*, a country lawyer. Loni Anderson, who rose to fame in the mid-70's comedy, *WKRP Cincinnati*, returns in NBC's *Easy Street*. A fellow *WKRP* veteran, Howard Hesseman, also has a new comedy this season, ABC's

NBC takes week with five of top 10 shows

NBC won the week's prime time race (ended Sept. 7) with a 13.5 rating and a 23 share. CBS followed, posting an 11.9/21 ahead of ABC's close-on-the-heels 11.2/19. Last year, the finishing order was the same but it was a closer race. In 1985 NBC closed the week with a 13.5/24, while CBS posted a 12.5/22 and ABC a 12.1/21. The week's race for evening news finished in a tie for first place this year. Both CBS and NBC closed with a 10.6/21. ABC's news numbers were 10.2/20. Last year the ratings and shares were: CBS, 10.6/22, ABC, 9.7/20 and NBC, 9.5/20. HUT levels (homes using television) were the same for both years, 57.5%.

NBC took five of the top 10 shows this week, including the top three: ***Cosby*, *Family Ties*** and ***Cheers***. CBS's top program ranked fourth; a repeat of ***Murder, She Wrote***, while the ***CBS Sunday Night Movie*** tied for seventh with ABC's ***Growing Pains***. The CBS News special report, ***48 Hours on Crack Street***, ranked 12th with a 17/29, outstripping NBC's 30th-place ***Cocaine Country*** (12.5/22). ***At a Loss for Words ... Illiterate in America***, the ABC Closeup documentary, placed 31st with a 12.4/23. CBS Reports' ***One River, One Country—The U.S.-Mexico Border*** ranked 48th with an 8.8/15. Part two of the NBC special, ***Spitting Image***, tallied a higher rating than part one (13.4/24 vs. 12.2/24) and moved up three notches to 25th from its position at 28th for the week ended Aug. 31. CBS's ***The Price is Right*** dropped to 49th and logged an 8.7/15. NBC took Thursday, Friday and Saturday; CBS took Monday and Sunday, and ABC took Tuesday and Wednesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	28.4/46
2.	Family Ties	NBC	25.1/41
3.	Cheers	NBC	23.7/38
4.	Murder, She Wrote	CBS	23.4/38
5.	Night Court	NBC	22.1/36
6.	Golden Girls	NBC	20.5/37
7.	Secrets of Mother-Daughter	CBS	18.7/31
8.	Growing Pains	ABC	18.7/31
9.	Who's the Boss?	ABC	17.8/30
10.	60 Minutes	CBS	17.6/32
11.	227	NBC	17.3/33
12.	48 Hours: Crack Street	CBS	17.0/29
13.	Newhart	CBS	16.2/27
14.	Barbara Walters Special	ABC	16.1/27
15.	Moonlighting	ABC	16.0/28
16.	Popeye Doyle	NBC	15.8/26
17.	Hunter	NBC	14.9/28
18.	Kate & Allie	CBS	14.9/24
19.	20/20	ABC	14.5/27
20.	Facts of Life	NBC	14.4/29
21.	Miami Vice	NBC	14.3/26
22.	You Again	NBC	14.3/24
23.	Gimme a Break	NBC	13.9/23
24.	Highway to Heaven	NBC	13.7/24
25.	Spitting Image	NBC	13.4/24
26.	Love Boat	ABC	13.4/24
27.	Scarecrow & Mrs. King	CBS	13.3/23
28.	Spenser: For Hire	ABC	12.8/23
29.	Cagney & Lacey	CBS	12.6/23
30.	Cocaine Country	NBC	12.5/22
31.	Illiterate in America	ABC	12.4/23
32.	Hill Street Blues	NBC	12.3/23
33.	Valerie	NBC	12.0/21
34.	Perfect Strangers	ABC	12.0/21
35.	St. Elsewhere	NBC	11.6/21
36.	Mr. Sunshine	ABC	11.4/19
37.	Disney Special	NBC	11.3/18
38.	A Team	NBC	11.2/21
39.	Death on the Nile	ABC	11.1/19
40.	Mr. Belvedere	ABC	10.9/20
41.	Trapper John, M.D.	CBS	10.4/19
42.	Crazy Like a Fox	CBS	10.4/17
43.	Amazing Stories	NBC	10.2/17
44.	Serial	NBC	10.1/17
45.	Webster	ABC	9.9/19
46.	My Secret Angel	NBC	9.6/15
47.	Winnie the Pooh & Friends	ABC	9.4/17
48.	U.S.-Mexico Border	CBS	8.8/15
49.	Price Is Right	CBS	8.7/15
50.	Punky Brewster	NBC	8.7/15
51.	Taps	CBS	8.6/16
52.	Winds of War, pt. 1	ABC	8.6/14
53.	College Football, Fla. State-Neb.	ABC	8.3/16
54.	1986	NBC	8.1/15
55.	Nothing Personal	CBS	8.0/14
56.	Simon & Simon	CBS	7.7/13
57.	Outland	CBS	7.3/13
58.	Twilight Zone	CBS	7.0/13
59.	The Colbys	ABC	6.7/11
60.	Melba	CBS	6.6/13
61.	Silver Spoons	NBC	6.2/11
62.	Ripley's Believe It Or Not	ABC	6.1/10

*indicates premiere episode

First-run syndication's new season

September offers premieres of spate of 40 first-run programs

More than 40 new first-run syndicated shows will premiere this month, including a late-night strip, a talk show and half-hour reenactments of courtroom cases. There will also be six new first-run weekly sitcoms, whose ratings performance will be closely watched by stations, advertisers and distributors. If successful, those comedies may hold syndication's pot of gold, the strip. For network affiliates that carry shows created from scratch (as opposed to revivals of canceled network series), success could mean a sitcom strip that they could use in access time.

Three of those weekly half-hour shows will premiere Sept. 22. Lorimar-Telepictures' *One Big Family* and *Mama's Family* will enter with the most station clearances (at least 136 and 134 markets, respectively). *What a Country*, produced by Viacom, in assocation with Primetime Entertainment and Tribune Entertaiment, will also debut on Sept. 22 in at least 83 markets. Beginning Sept. 15, Worldvision's *Throb* will air on at least 130 stations, and Colex's *Gidget* will air in 115 markets. Twentieth Century Fox will debut *9 to 5* in at least 70 markets on Sept. 13.

Most stations will use the sitcoms in the early evening during weekends, but at least

First-run syndication scorecard

The following is a list of the new first-run syndicated shows making debuts this fall. The series is followed by the syndicator/producer; number of episodes offered/number of repeats; time period; number of markets it's been sold in/percent coverage of the U.S.; debut date, and sale terms with the number of commercial minutes available to the station/number retained by the syndicator in parenthesis.

■ **One Big Family** □ Lorimar-Telepictures/Witt-Thomas Productions □ 25/25 □ weekend access □ 136/89% □ Sept. 22 □ Barter (3/3)

■ **Mama's Family** □ Lorimar-Telepictures/Jill Hamilton Productions □ 25/25 □ weekend access □ 134/85% □ Sept. 22 □ Barter (3/3)

■ **Throb** □ Worldvision/Taft Entertainment Television and Procter and Gamble Productions □ 24/24 □ weekends, 4-8 p.m. □ 130/88% □ Sept. 15 □ Barter (3.5/3)

■ **Gidget** □ Colex/Ackerman-Riskin Productions in assoc. with Columbia Pictures Television □ 22/30 □ 115/85% □ early fringe or access □ Sept. 15 □ Barter (3.5/3)

■ **What a Country** □ Viacom Enterprises/Viacom Enterprises in association with Primetime Entertainment and Tribune Entertainment □ 26/26 □ weekends 4-8 p.m. □ 83/85% □ Sept. 22 □ Barter (4/3)

■ **9 to 5** □ 20th Century Fox □ 26/26 □ weekend access □ 70/NA □ weekend access □ Sept. 13 □ cash

■ **True Confessions** □ King World/The Landsburg Co. □ 130/130 □ daytime □ 85/70% □ Sept. 8 □ Cash plus one

■ **The Oprah Winfrey Show** □ King World/WLS-TV □ 230/30 □ morning □ 132/90% □ Sept. 8 □ Cash plus two

■ **Nightlife with David Brenner** □ Motown Productions in assc. with King World □ 195/65 □ late night □ 108/77% □ Sept. 8 □ Cash plus

■ **The Judge** □ Genesis Entertainment □ 160/100 □ early fringe □ 72/71% □ Sept. 15 □ Cash plus one

■ **Superior Court** □ Lorimar-Telepictures/Ralph Edwards and Stu Billet Productions □ 195/65 □ 161/89% □ early fringe □ Sept. 15 □ Cash plus one

■ **At the Movies** □ Tribune Entertainment □ 52 □ weekends afternoons and evenings □ 140/90% □ Sept. 20 □ Barter (3.5/2.5)

■ **Siskel & Ebert & the Movies** □ Buena Vista Television □ 46/6 □ weekends 4-8 p.m., 11-12 p.m. over 130/83% □ Sept. 20 □ barter (3.5 minutes local/2.5 national)

■ **Today's Business** □ Buena Vista Television □ 312 □ early morning □ over 130/83% □ Sept. 29 □ Barter (3.5/2.5 weekdays, 6/6 weekend)

■ **Rock 'n' Roll Evening News** □ King World/Andy Friendly Productions □ 39/13 □ late night □ 134/83% □ Sept. 13 □ Barter (6/6)

■ **Puttin' on the Kids** □ MCA-TV/The Dick Clark Co □ Weekends □ 26/26 □ NA/76% □ Sept. 15 □ Barter (4/2.5)

■ **Heroes: Made in the U.S.A.** □ Access/Access Entertainment in assoc. with Post-Newsweek □ 26/26 □ varies □ 59/50% □ Barter (4/2.5)

■ **Dream Girl U.S.A.** □ 20th Century Fox/Chambers-Seligman Productions □ 26/26 □ weekend access □ 110/85% □ Sept. 6 □ Barter (3.5/2.5)

■ **Off the Wall** □ Fries Distribution/Gaylord Productions □ 26/26 □ late night □ 65/71 □ Sept. 20 □ Barter (4/2.5)

■ **Cover Story** □ Fries Distribution/ Rift Fournier for Noel Films □ 26/26 □ varies □ 63/70 □ Sept. 20 □ Barter (4/2.5)

■ **Dancin' to the Hits** □ ITF Enterprises/Together Again Productions and Gaylord Productions □ 30/20 □ weekend late night and afternoon □ 86/75% □ Sept. 15 □ Barter (4/2.5)

■ **Beyond 2000** □ All American-LBS Communications/CIC Productions □ 12/6 □ weekend afternoon □ 58/55% □ Sept. 14 □ Barter--6/6

■ **Seeing Things** □ All American/CBC Enterprises □ 26/26 □ weekend afternoons □ 12 □ Sept. 15 □ cash

■ **The Dating Game** □ Bel-Air Program Sales/Chuck Barris Productions □ 175/85 □ early fringe □ 147/92% □ Sept. 15 □ Cash plus barter

■ **You Write the Songs** □ Television Program Enterprises/Bob Banner Productions □ 26/26 □ weekends, 4-8 p.m. 11 p.m.-1 a.m. □ 146/90% □ Sept. 5 □ Barter (3.5/3.5).

■ **Hollywood Squares** □ Orion Television/Century Towers Productions □ 195/65 □ early fringe/access □ 131/86% □ cash plus one minute □ Sept. 15

■ **Strike it Rich** □ Blair Entertainment/Richard S. Kline with Blair Entertainment □ 195/65 □ daytime, early fringe □ 69/NA □ Sept. 15 □ cash plus one minute

■ **Card Sharks** □ Television Program Source/The Mark Goodson Co. □ early fringe □ NA □ Sept. 8 □ Cash plus one

■ **Crosswits** □ ABR Entertainment/Crossedwits Productions □ 160/100 □ varys □ 71/69% □ Sept. 8 □ Cash plus one

■ **Jem** □ Claster Television Productions/Sunbow Productions in assoc. with Marvel Productions □ 26/46 □ weekend mornings □ 122/86% □ Aug. 24 □ Barter (4/2)

■ **My Little Pony** □ Claster Television Productions in assoc. with Marvel Productions □ 65/195 □ early mornings □ 105/84% □ Sept. 15 □ Barter (4/2)

■ **Defenders of the Earth** □ King Features Entertainment/ Marvel Productions □ 65/455 □ afternoons □ 108/80% □ Sept. 29 □ Barter (4/2)

■ **Silverhawks** □ Lorimar-Telepictures/Rankin-Bass □ 65/195 □ afternoons □ 103/85% □ Sept. 22 □ Barter (3.5/2.5 in first three quarters, 4/2 in fourth)

■ **Ghostbusters** □ Group W Productions/Filmation in assc with Tribune Entertainment □ 65/195 □ afternoon □ 85/82% □ sept 22 □ Barter (3.5/2.5 in first three quarters, 4/2 in the fourth)

■ **Adventures of the Galaxy Rangers** □ ITF Enterprises/Trans-Com Media and Gaylord Productions □ 65/260 □ afternoon □ 73/73% □ Sept. 15 □ Cash plus one

■ **Photon** □ SFM/DIC Group □ 26/78 □ 65/60% □ Sept. 20 □ Barter (4/2.5)

■ **Zoobilee Zoo** □ SFM/DIC and BRB Entertainment □ 65/195 □ early morning and daytime □ 59/60% □ Sept. 15 □ Barter (4/2.5)

■ **The Smurfs** □ Television Program Enterprises/Hanna-Barbera □ 65/195 □ afternoons □ 70/85% □ barter (4/2)

■ **Rambo** □ Worldvision/Ruby-Spears □ 65/195 □ afternoons □ 75/73% □ Sept. 15 □ Barter (4/2)

■ **Centurions** □ Worldvision/Ruby-Spears □ 65/195 □ afternoons □ 60/66% □ Sept. 15 □ Barter (4/2)

■ **Macron** □ Orbis Communications/Saban Productions □ 65/455 □ afternoons □ 21/20% □ Sept. 15 □ cash five will use some in a checkerboard—KTLA(TV) Los Angeles; KCRA-TV Sacramento, Calif., KVVU-TV Las Vegas; KOCO-TV Oklahoma City, and WTVK(TV) Knoxville, Tenn.

Already in syndication as of Sept. 8 are two of the more talked about new programs: *The Oprah Winfrey Show* and *Nightlife with David Brenner*. Overnight ratings showed *Oprah* getting good numbers. In Los Angeles, where *Oprah* runs head-to-head with *Donahue*, the overnight numbers had her ahead by three-to-four rating points.

There will be five new game show strips and one weekly game show. Among the strips, the most successful in terms of clearances were the updated Chuck Barris Production of the *The Dating Game* and an updated version of *Hollywood Squares* from Orion Television. "I think that the market for games was overshadowed this year by the potential success of first-run sitcoms," said Jack Fentress, vice president of programing at Petry Television. But, he added, the "overpowering" success of King World's two game shows, *Wheel of Fortune* and *Jeopardy* (syndication's number one and two shows), has not helped game show growth.

Two more reality-based court shows are being introduced (both half-hours)—*Superior Court* and *The Judge*. Those show have allowed stations, notably the CBS O&O's, to build blocks of the courtroom shows during early fringe.

Early fringe will also be where a number of off-network hours, such as MCA-TV's *Magnum* (on 143 stations) and 20th Century Fox's *Fall Guy*, will debut. Both shows set price records when they came on the market. In contrast, the syndication market for hour programs has softened considerably in the past year. Should this new crop of off-network offerings do well in syndication, the bear market for off-network hours could turn around. The new hours available include *A Team*, *Simon & Simon*, *Ripley's Believe It or Not* (also available as a half-hour) and *Cagney and Lacey*. Another new hour, MCA-TV's *Knight Rider*, is available as half-hour.

Among the off-network half-hours premiering this month are two from Embassy—*Facts of Life* (cleared in 103 markets covering 77% of the country) and *Silver Spoons*. Viacom will also release 69 new *Honeymooners* half-hours, consisting of re-formatted sketches from *The Jackie Gleason Show*. In all, the package will consist of 108 half-hours, available for six runs over four years. □

Fund facts. The National Endowment for the Humanities is interested in funding television and radio biographies about historically significant Americans. NEH grants are available for planning, scripting or production of single programs or series in several formats, including documentary and dramatization. NEH emphasized that it has not set aside specific funds for biographies, but would like to continue its tradition of funding such programs and series as *Huey Long*, *The Adams Chronicles* and *Voices and Visions*. Applicants may contact NEH: National Endowment for the Humanities, Division of General Programs, Humanities Projects in Media, Room 420, 1100 Pennsylvania Avenue, N.W., Washington, D.C. 20506; (202) 786-0278.

□

Dish rider. Senators Albert Gore (D-Tenn.), Wendell Ford (D-Ky.) and Dale Bumpers (D-Ark.) will try to attach a pro-home-satellite rider to some piece of legislation as it moves through the Senate within the next few weeks, according to Gore aide Roy Neel. The amendment would require cable programers to make their scrambled services available through third-party distributors—either cable operators (outside their franchise areas) or other qualified companies—and require the FCC to mandate a scrambling standard, Neel said. The effort to move the legislation, which resembles a House bill introduced by Billy Tauzin (D-La.), stems from the senators' belief that the marketplace isn't working, that scrambling isn't being made available to dish owners at a fair price, the aide said.

Technology

Hot topics at IBC: HDTV, digital recording

Brighton convention expected to attract over 10,000 to hear technical presentations and view equipment

High-definition television and digital video recording—technologies at the center of international engineering debate—will take center stage at the International Broadcasting Convention, Sept. 19-23, in Brighton, England.

The biennial technical conference, with more than 10,000 participants expected, will be supplemented by a 165-company equipment exhibit opening Sept. 19 at the seaside Brighton Metropole Conference and Exhibition Centers and adjacent Grand hotel. The 145,314 square feet of exhibit space, 25% greater than that of the 1984 meeting, includes 21,528 square feet of outdoor exhibits that link the two main indoor exhibit areas and feature remote broadcast vehicles and satellite stations.

The four days of sessions will begin Saturday, Sept. 20, and nearly 90 papers, most presented by British authors, cover such topics as direct broadcast satellites, digital audio implementation, component analog video facilities, cable services, and transmitter and antenna developments.

Saturday morning's opening session offers an overview of the evolution of broadcast technology, with particular attention to its economics. Y. Tadokoro, director of international technical affairs for Japan's national broadcast network, NHK, shares the platform with the director of consumer electronics at Philips Labs in the U.S.: C. Greebe, and U.S. consultant Joseph Roizen. Also on the panel are J. Sabatier of France's CCETT government telecommunications arm and D. Reay, managing director of the UK's Tyne Tees Television.

Digital video recording provides the major topic of a two-and-a-half-hour afternoon session with a discussion of the evolution of digital recording by John Baldwin of the UK's Independent Broadcasting Authority (IBA) and a review of the first digital videotape recorder product from Sony's T. Eguchi and J. Wilkinson. Advances in Type C one-inch VTR's are also to be discussed by representatives of Ampex and Sony, and the latter company will detail recent developments in its half-inch Betacam format.

A concurrent afternoon session on direct broadcast satellites will include discussions on Australia's operation B-MAC (multiplexed analog component) satellite transmission system, on MAC's data multiplex capabilities, and on reconfigurable DBS satellites by R.J. Barnett of British Aerospace. An IBA representative will also present a paper on a proposed evolution to HDTV using satellite broadcasting.

Sunday's sessions will be limited to three hours in the morning, leaving the afternoon free to visit exhibits. One group of papers will look at television and radio systems with a focus on digital audio, and another reviews broadcast information-data systems.

High-definition topics occupy nearly all of Monday's program, with a dozen papers spread over two several-hour sessions. W. Habermann of West Germany's IRT will outline European Broadcasting Union HDTV studies, IBA engineers have prepared a paper reviewing HDTV developments in 1986, and researchers from Philips Research will discuss a proposed compatible MAC HDTV system. NHK's T. Ohmura will detail the development of an HDTV-PAL TV system converter and A. Sturt of London Weekend Television will explain an HDTV standard based on a 72-per-second frame rate.

The afternoon HDTV session also includes papers covering MAC HDTV pictures: BBC's R. Storey and C. Clarke will review HDTV bandwidth reduction systems and sequentially scanned standards, respecprejudice app. of Pamela D. Anderson. By order, Aug. 25.

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted request by Reno Eleven Broadcasting and dismissed its app. with prejudice. By order, Aug. 21.

■ Morehead City, N.C. (Local Television Associates Inc., et al) TV proceeding. Granted motion by James E. and Rachel J. McManus and dismissed their app. with prejudice. By order, Aug. 21.

■ Myrtle Beach, S.C. (Coastal Broadcasting of Myrtle Beach, et al) TV proceeding. Granted motion by Sheila Lynn McManus and dismissed her app. with prejudice. By order, Aug. 21.

■ Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) Ed-TV proceeding. Granted motion by Family Media and dismissed its app. with prejudice; granted Amarillo Junior College's app. for new educational TV station at Amarillo, and terminated proceeding. By order, Aug. 21.

■ Seattle (Seattle Public Schools and Jack Straw Memorial Foundation) Ed-FM proceeding. By separate orders: granted motion for summary decision by Jack Straw and resolved financial issue in its favor; granted motion by Seattle Public Schools and added misrepresentation issue against Jack Straw. By MO&O's, Aug. 27.

ALJ John M. Frysiak made following decision

■ Johannesburg, Calif. (Robert Adelman, et al) FM proceeding. By separate orders: granted motion by Robert Adelman and dismissed with prejudice app. of Small Market Minority Radio for failure to prosecute; granted joint request for approval of settlement agreement between Adelman and Kitchen Productions Inc. and dismissed Kitchen's app. with prejudice; granted Adelman's app. for new FM station at Johannesburg, and terminated proceeding. By MO&O's, Aug. 27.

ALJ Edward J. Kuhlman made following decision

■ Fort Bragg, Calif. (The Mad River Broadcasting Co. Inc. and Capital Foothills Broadcasters) TV proceeding. Granted joint request for approval of settlement agreement and dismissed Mad River's app. with prejudice; granted Capital Foothills' app. for new TV station at Fort Bragg, and terminated proceeding. By MO&O, Aug. 19.

ALJ Edward Luton made following decisions

■ Guadalupe, Calif. (Randall and Kathleen Kalton, et al) FM proceeding. Granted joint request for approval of settlement agreement by Reimer Broadcasting and Randall and Kathleen Kalton and dismissed Kaltons' app. with prejudice. By MO&O, Aug. 28.

■ Berrien Springs, Mich. (Berrien Broadcasting Corp., et al) AM proceeding. Granted motion by Berrien Broadcasting and dismissed its app. with prejudice. By MO&O, Aug. 28.

ALJ Walter Miller made following decision

■ West Milford, N.J. (New Jersey Public Broadcasting Authority, et al) Ed-TV proceeding. Granted New Jersey Hispanic Education Television Corp.'s motion and dismissed its app. with prejudice. By order, Aug. 22.

ALJ Richard L. Sippel made following decisions

■ Freedom, Calif. (Virginia Jo McFadden, et al) FM proceeding. Granted motion for summary decision by Santa Cruz Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, Aug. 29.

■ Charleston, S.C. (Monts & Pritchard Inc., et al) TV proceeding. Granted joint request for approval of settlement agreements and dismissed with prejudice app. of Best Broadcasting Co., DW&M Broadcasters, Charleston Communications Ltd., and Evelyn Broadcasting Co.; accepted consolidated agreement between Monts & Pritchard and Caro Broadcasting Ltd., dismissed Monts & Pritchard's app. with prejudice; substituted Caro Corp. for Caro Broadcasting, conditionally granting Caro's app. for new commercial TV station at Charleston, and terminated proceeding. By MO&O, Aug. 21.

ALJ Joseph Stirmer made following decision

■ Northampton, Mass. (Northampton Media Associates, et al) FM proceeding. Granted petition by Northampton Media Associates to enlarge issues against Northeast Communications to determine transmitter site availability and financial qualifications. By MO&O, Aug. 25.

ALJ James F. Tierney made following decision

■ Fort Bragg, Calif. (Fort Bragg Broadcasting Co. and Axell Broadcasting) FM proceeding. Granted Fort Bragg's motion for summary decision and resolved air hazard issue in its favor. By MO&O, Aug. 19.

Facilities Changes

Applications

AM's

Tendered

■ KOFY (1050 khz) San Mateo, Calif.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Sept. 8.

■ WNLK (1350 khz) Norwalk, Conn.—Seeks CP to increase day power to 2.5 kw and install DA-2. App. Sept. 8.

Accepted

■ KFBK (1530 khz) Sacramento, Calif.—Seeks MP to change DA pattern. App. Sept. 4.

■ WEND (760 khz) Brandon, Fla.—Seeks MP to change TL. App. Sept. 4.

■ KROL (870 khz) Laughlin, Nev.—Seeks CP to change TL of experimental sychronous station. App. Sept. 4.

■ WBLY (1600 khz) Springfield, Ohio—Seeks CP to install new ant. and change TL. App. Sept. 4.

FM's

Tendered

■ KAVS (97.7 mhz) Mojave, Calif.—Seeks mod. of CP to change TL; change ERP to 3 kw, and change HAAT to 299.79 ft. App. Sept. 3.

■ KWYD (105.5 mhz) Security, Colo.—Seeks CP to change ERP to .06 kw. App. Sept. 3.

■ KGCI (97.7 mhz) Grundy Center, Iowa—Seeks CP to change TL and change HAAT to 358 ft. App. Sept. 3.

■ WJGS-FM (98.5 mhz) Houghton Lake, Mich.—Seeks CP to change TL and change HAAT to 980.72 ft. App. Sept. 3.

Accepted

■ KRYT (107.9 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL and change HAAT to 541 ft. App. Sept. 5.

■ WJST (94.5 mhz) Port St. Joe, Fla.—Seeks mod. of CP to change HAAT to 990.56 ft. and make changes in ant. sys. App. Sept. 3.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WTNY-FM (93.5 mhz) Watertown, N.Y.—Seeks mod. of CP to change TL. App. Sept. 3.

■ WBZZ (93.7 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Sept. 4.

■ WBMW (106.7 mhz) Manassas, Va.—Seeks CP to install aux. sys. App. Sept. 4.

TV's

Accepted

■ WAYK (ch. 56) Melbourne, Fla.—Seeks MP to change ERP to vis. 2,051 kw, aur. 205 kw and change HAAT to 1,004 ft. App. Sept. 3.

■ WCNT (ch. 46) Cidra, P.R.—Seeks MP to change TL; change ERP to vis. 575 kw, aur. 58 kw, and change HAAT to 1,948 ft. App. Sept. 5.

■ WSTG-TV (ch. 64) Providence, R.I.—Seeks CP to change HAAT to 1,027 ft. App. Sept. 3.

Actions

AM's

■ WSBR (740 khz) Boca Raton, Fla.—Granted app. to increase night power to 940 w. Action Aug. 25.

■ WJAZ (960 khz) Albany, Ga.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WAMJ (1580 khz) South Bend, Ind.—Returned app. to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. Action Aug. 27.

■ WSGH (1040 khz) Lewisville, N.C.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WNOW (1030 khz) Mint Hill, N.C.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WBBG (1260 khz) Cleveland—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ KRAD (1040 khz) Perry, Okla.—Granted app. to operate transmitter by remote control. Action Aug. 25.

■ WGSF (1220 khz) Arlington, Tenn.—Granted app. to operate transmitter by remote control. Action Aug. 25.

FM's

■ KQSS (98.3 mhz) Miami, Ariz.—Granted app. to move SL outside community of lic. to 502 McKinney Ave., Central Heights, Ariz. Action Aug. 28.

■ KKXX (107.9 mhz) Bakersfield, Calif.—Dismissed app. to change ERP to .420 kw and change HAAT to 915 ft. Action Aug. 29.

■ KRPQ (104.9 mhz) Rohnert Park, Calif.—Dismissed app. to change ERP to .42 kw and change HAAT to 915 ft. Action Aug. 29.

■ KZOZ-FM (93.3 mhz) San Luis Obispo, Calif.—Granted app. to change TL and make changes in ant. sys. Action Aug. 29.

■ *KNMC (90.1 mhz) Havre, Mont.—Granted app. to change TL; change ERP to 10 kw, and change HAAT to 377.2 ft. Action Aug. 29.

■ WSNY (94.7 mhz) Columbus, Ohio—Granted app. to install aux. sys. Action Aug. 26.

■ *WIDA-FM (90.5 mhz) Carolina, P.R.—Dismissed app. to change HAAT to 1,889.28 ft. and make changes in ant. sys. Action Aug. 29.

■ WLLX (92.1 mhz) Minor Hill, Tenn.—Dismissed app. to move SL outside community of lic. to 1208 North Locust Street, Lawrenceburg, Tenn. Action Aug. 28.

■ *KCMU (90.5 mhz) Seattle—Granted app. to change freq. to 90.3 mhz; change TL; change ERP to .4 kw; change HAAT to 534.64 ft., and make changes in ant. sys. Action Aug. 29.

■ WQTC-FM (102.3 mhz) Manitowoc, Wis.—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Aug. 27.

TV's

■ WJCL (ch. 22) Savannah, Ga.—Granted app. to change ERP to vis. 3,830 kw, aur. 383 kw. Action Aug. 28.

■ *WOSU-TV (ch. 34) Columbus, Ohio—Granted app. to install new ant. Action Aug. 29.

■ WWCP-TV (ch. 8) Johnstown, Pa.—Granted app. to move SL outside community of lic. Action Aug. 27.

■ KDTX-TV (ch. 58) Dallas, Tex.—Granted app. to change ERP to vis. 5,000 kw, 500 kw and change HAAT to 1,436.64 ft. Action Aug. 29.

21750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 22

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55th Year 1986

World of TV Programing

Broadcasting ◪ Sep 22

Tax changes expected to spur station transactions
Viacom management undertakes LBO
The world of TV programing

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"is that it has a track record. It does work," he said, referring to home shopping's current success on cable. Robertson said research shows that 6% of cable households are "regular buyers" of home shopping merchandise, with spending averaging $35 at least 15 times a year.

All six of the Fox-owned stations will carry the show. David Simon, programing vice president of the Fox stations, said the cash license fees had not been worked out since there is no pilot yet. □

Evening news race goes neck and neck

The order of finish in this week's ratings race (ended Sept. 14) copied last week's win, place and show. NBC won the week with a 15.8/27. CBS followed with a 12.7/22, while ABC placed third with an 11.4/20. Last year the stats were: NBC 14.7/25, ABC 14/24 and CBS 12.5/21.

The evening news race finished in almost a dead heat: All three networks pulled a 21 share, with CBS (10.5) edging NBC and ABC (10.4) in rating. Last year at this time, CBS won with an 11.4/23, while ABC came in second (10.0/21) and NBC third (9.7/20). According to an ABC release, the evening news race was the closest since 1981. Until now, the smallest gap between the three networks' news numbers was at least two-tenths of a point. (The winner of the week ended Nov. 15, 1981—CBS—took first place with a 13.6/23, while NBC came in with a 13.5/23 and ABC closed with a 13.4/23.) HUT levels (homes using television) were 58%, down slightly from last year's 59.4%, but up 0.5% from last week's 57.5%.

NBC took seven of the top 10 shows including the top six. *Cosby* paced the lineup with a 30.4/50, and the show that followed it, a preview of the new series, *Our House*, took second with a 28.7/45. The Sunday *Our House* came in 19th (14.6/26). *East Street* claimed third place with a 27.3/48. The Miss America Pageant placed fifth with a 23/44. ABC's only top-10 show was *Monday Night Football*, the Giants-Cowboys game, which scored a 21.2/38. CBS's season premiere of *60 Minutes* scored a 19.7/35, while the same network's *Chrysler Showcase, The Last Days of Patton* scored a 19.5/32. NBC took Wednesday through Saturday, CBS took Tuesday and Sunday and ABC took Monday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	30.4/50
2.	Our House preview	NBC	28.7/45
3.	East Street	NBC	27.3/48
4.	Golden Girls	NBC	25.9/46
5.	Miss America Pageant	NBC	23.0/44
6.	Night Court	NBC	21.8/35
7.	Football, N.Y. Giants-Dallas	ABC	21.2/38
8.	60 Minutes	CBS	9.7/35
9.	The Last Days of Patton	CBS	19.5/32
10.	227	NBC	18.3/35
11.	Gimme a Break	NBC	17.6/29
12.	Kate & Allie	CBS	17.3/27
13.	You Again?	NBC	17.0/28
14.	Newhart	CBS	16.6/26
15.	Miami Vice	NBC	16.4/30
16.	Highway to Heaven	NBC	16.2/28
17.	Wizard	CBS	16.0/28
18.	Dumbo	NBC	15.8/24
19.	Our House	NBC	14.6/26
20.	Football, N. England-N.Y. Jets	ABC	14.5/24
21.	Facts of Life	NBC	14.3/28
22.	Magnum, P.I.	CBS	14.1/24
22.	Drug Knot	CBS	14.1/24
24.	Valerie	NBC	13.5/23
25.	Cagney & Lacey	CBS	13.4/23
26.	Going Ape	NBC	13.3/22
27.	Alvin Goes Back to School	NBC	13.0/25
27.	Today at Night	NBC	13.0/23
29.	Moscow on the Hudson	CBS	12.8/22
30.	Taking it Home	NBC	12.7/24
31.	TV Bloopers & Prac. Jokes	NBC	12.0/22
31.	Scarecrow & Mrs. King	CBS	12.0/20
33.	American Geisha	CBS	11.7/20
33.	St. Elsewhere	NBC	11.7/21
35.	Fast Copy	NBC	11.6/23
36.	1986	NBC	10.8/20
36.	Winds of War, pt. 6	ABC	10.8/18
38.	McGyver	ABC	10.5/19
38.	Winds of War, pt. 2	ABC	10.5/18
38.	Twilight Zone	CBS	10.5/20
41.	Amazing Stories	NBC	10.4/17
42.	Winds of War, pt. 3	ABC	10.1/17
43.	Death Trap	CBS	9.6/19
44.	First Mon. in Oct.	NBC	9.8/15
45.	Winds of War, pt. 5	ABC	8.5/16
46.	Mr. Bogedy	ABC	8.4/15
47.	Winds of War, pt. 4	ABC	8.0/15
47.	Price Is Right	CBS	8.0/13
49.	Melba	CBS	7.0/14
50.	Raging Bull	CBS	4.6/8

*indicates premiere episode

For the Record

As compiled by BROADCASTING, Sept. 10 through Sept. 17, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha, and 48.8% of KFAB(AM)-KGOR(FM) Omaha (KGUN-TV: ch. 9 ERP vis. 110 kw: 21.94 kw aur.; HAAT: 3,722 ft. KMTV ch. 3; ERP vis. 100 kw; 20 kw aur.; HAAT: 1,370 ft.; KFAB: 1110 khz; 50 kw-U; KGOR: 99.9 mhz; 115 kw; HAAT: 1,230 ft.)—Seeks assignment of license from May Broadcasting Co. to Lee Enterprises for $89 million. Seller is Shenandoah, Iowa-based group of three AM's, two FM's and two TV's principally owned by Frances M. Rankin and Edward W. May. Buyer is publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, already owning most of remaining stock of Omaha radio stations. It also has interests in 18 newspapers. Filed Sept. 8.

■ KGFJ(AM) Los Angeles (1230 khz; 1 kw-U)—Seeks assignment of license from Inner City Broadcasting Corp. to East-West Broadcasting Inc. for $4.5 million. Seller is Los Angeles-based group of five AM's and three FM's headed by Percy Sutton. Buyer is owned by William Shearer, station's general manager. Filed Sept. 5.

■ KSXO(AM) Redding, Calif. (600 khz; 1 kw-U)—Seeks transfer of control of NORCAL Broadcasting Co. from John Martin and his wife, Lucille, to his son, Jeffrey Martin, and his wife, Jane, and his brother, Michael. Seller has no other broadcast interests. Buyers own KARZ(FM) Burney, Calif. Filed Sept. 8.

■ KHQA-TV Quincy, Ill. (ch. 7; ERP vis. 269 kw; aur. 45 kw; HAAT: 890 ft.)—Seeks assignment of license from Lee Enterprises to A. Richard Benadek for $13 million. Seller is publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer, president. It recently purchased KGUN-TV Tucson, Ariz., KMTV(TV) Omaha and majority interest in KFAB(AM)-KGOR(FM) Omaha ("Changing Hands," Sept. 1), which it sold the following week (see below). It also has interests in 18 newspapers. Buyer owns New York-based group of five TV's. Filed Sept. 5.

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500 ft.)—Seeks assignment of license from Lightfoot Broadcasting Corp. to Radio Vision of America for $2 million. Seller is owned by Richard Lightfoot, president. It has no other broadcast interests. Buyer is owned by Tony Gazzano, general sales manager at WLTS(AM)-WRMR(FM) Cleveland. Filed Sept. 4.

■ WLQF(TV) Greenfield, Mass. (ch. 32; ERP vis. 922.5 kw; aur. 99.3 kw; HAAT: 1,067 ft.)—Seeks assignment of license from Greenfield Television to Greenfield Television Inc. for expenses. Seller is owned by LeQueth Fleming and his wife, Gloria, who have no other broadcast interests. Buyer is principally owned by Gary M. Kaye and 10 others, plus seller, Fleming. It also owns WVZU(TV) in Pittsfield, Mass. Filed Sept. 10.

■ WNEB(AM) Worcester, Mass. (1230 khz; 1 kw-U)—Seeks assignment of license from Segal Broadcasting Corp. to AAMAR Communications Inc. for $850,000. Seller is owned by Harold H. Segal who also owns WKBK(AM) Keene, N.H. Buyer is owned by Melvin Katz, Phillip Schwachman and Marlene Markarian. It has no other broadcast interests. Katz is president and Markarian is consultant for Realty Systems Inc., Worcester-based real estate brokerage. Schwachman is Worcester-based real estate investor. Filed Sept. 11.

■ WOOD-AM-FM Grand Rapids, Mich. (AM: 1300 khz; 5 kw-U; FM: 105.7 mhz; 265 kw; HAA: 810 ft.)—Seeks assignment of license from Grace Broadcasting to Surrey Broadcasting for $19.25 million. Seller is Southfield, Mich.-based group of four AM's and four FM's principally owned by Harvey Grace. Buyer is Denver-based group of three AM's and four FM's principally owned by John Nichols and his wife, Kent. Filed Sept. 9.

■ KOZY(AM) Grand Rapids, Minn. (1320 khz; 5 kw-U)—Seeks assignment of license from Sorenson Broadcasting Corp. to Kirwin Broadcasting Inc. for $375,000. Seller is Sioux Falls, S.D.-based group of six AM's and five FM's, owned by Dean Sorenson and Thomas J. Simmons. Buyer is owned by William J. Kirwin and his wife, Carla. He is stations general manager. Filed Sept. 10.

■ KRTI-FM Mansfield, Mo. (95.9 mhz; 3 kw; HAAT: 205 ft.)—Seeks assignment of license from Terry Lee Claar to Daybreak Broadcasting for $150,000. Seller has no other broadcast interests. Buyer is group of six headed by George E. Bryant. It has no other broadcast interests. Filed Sept. 3.

■ KFAB(AM)-KGOR(FM) Omaha (KFAB: 1110 khz; 50 kw-U; KGOR: 99.9 mhz; 115 kw; HAAT: 1,230 ft.)—Seeks assignment of license from Lee Enterprises Inc. to Henry Broadcasting for $22 million. Seller is publicly owned Davenport, Iowa-based group of six TV's and publisher of 18 newspapers. It is spinning off stations because of its recent purchase of KMTV(TV) Omaha (see "Changing Hands," Sept. 1.) Buyer is San Francisco-based group of three AM's and four FM's, owned by Charlon H. Buckley. Filed Sept. 5.

■ WDOS(AM)-WSKR(FM) Oneonta, N.Y. (730 kz; 1 kw-D; FM: 103.9 mhz; 850 w; HAAT: 520 ft.)—Seeks assignment of license from Oneonta Communications Corp. to Hastings Broadcasting Corp. for $1.5 million. Seller is owned by group of New York attorneys and businessmen headed by John R. McGeehan, president, and H. Lincoln Zeve, general manager. It has no other broadcast interests. Buyer is owned by Gordon Hastings. It has no other broadcast interests. Filed Sept. 5.

■ WDLC(AM)-WTSX-FM Port Jervis, N.Y. (AM: 1490 khz; 1 kw-U; FM: 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Port Jervis Broadcasting Co. from Oscar Wein to his son, Robert I. Wein, for $500,000. Seller and buyer have no other broadcast interests. Filed Sept. 8.

■ WAZZ(FM) New Bern, N.C. (101.9 mhz; 100 kw; HAAT: 580 ft.)—Seeks assignment of license from We Care Ministries Inc. to Joyner Broadcasting for $1.5 million. Seller is owned by L. Brent Hill, who also owns co-located WRNB(AM). Buyer is owned by and David Weil, Greensboro, N.C.-based businessman with no other broadcast interests. Filed Sept. 5.

■ WWMG(AM) New Bern and WSFL(FM) Bridgeton, both North Carolina (WWMG: 1380 khz; 5 kw-D.; WSFL-FM: 106.5 mhz; 100 kw; HAAT: 922 ft.)—Seek assignment of license from J.D. Conner and Hubert G. Pierce to Caravelle Broadcasting Group of Coastal Carolina Inc. for $2,225,000. Sellers have no other broadcast interests. Buyer is Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart. It is seeking temporary waiver of duopoly rule to sell WISP(AM)-WQDW(FM) Kinston, N.C. Filed Sept. 4.

■ WTNS-AM-FM Coshocton, Ohio (AM: 1560 kz; 1 kw-D; FM: 99.3 mhz; 1.2 kw; HAAT: 440 ft.)—Seeks transfer of control of Coshocton Broadcasting Co. from Jean L. Wallace and family to Bruce W. Wallace for $560,652.82. Seller is aunt of buyer, stations' general manager. Filed Sept. 3.

■ WSPD(AM)-WLQR-FM Toledo, Ohio (AM: 1370 khz; 5 kw-U; FM: 101.5 mhz; 15 kw; HAAT: 810 ft.)—Seeks assignment of license from WSPD Inc. to Commonwealth Communications for $15 million. Seller is owned by Bill Schroeder, Cathryn Christiansen and Thomas Jaracco. It has no other broadcast interests. Buyer is Harrisburg, Pa.-based owner of WHAP-AM-FM-TV Harrisburg and book and magazine publisher principally owned by Meade Detweiler and family. Filed Sept. 5.

■ KWAS(AM) Amarillo, Tex. (New AM)—Seeks assignment of license from Wiskes/Arbaris Communications to New Life Communications for $200,000. Seller is owned by Don J. Wiskes and John P. Higgins, who also owns KIKX-AM-FM Manitou Springs, Colo. Buyer is owned by Brent T. Herring and Billy K. Dixon, who have no other broadcast interests. Filed Sept. 2.

■ KSKY(AM) Dallas (660 khz; 10 kw-D)—Seeks assignment of license from Sky Broadcasting Corp. to KSKY Inc. for $3,550,000. Seller is principally owned by Foster Management, principally owned by John H. Foster, Michael J. Connelly and Dennis Israel. It also owns WRIV(AM) Riverhead, N.Y., and WSIX-AM-FM Nashville, Ala. Foster also has interest in WGLI(AM) Babylon, N.Y. Buyer is principally owned by Dennis R. Israel and Harry F. Hopper. Israel is president and chief executive officer of Sky Corp. He also owns former Sky stations: WGY(AM)-WGFM(FM) Albany, N.Y., and is purchasing WEZO(AM)-WNYR(FM) Rochester, N.Y. Filed Sept. 11.

■ KNIF(FM) Gilmer, Tex. (95.3 mhz; 3 kw; HAAT: 610 ft.)—Seeks assignment of license from Reynolds-Palmer Media Inc. to Curtis Broadcasting Stations Inc. for $700,000. Seller is owned by Rick Reynolds and Dale Palmer, who have no other broadcast interests. Buyer is principally owned by James R. Curtis. It also owns KFRO(AM) Longview, Tex. Filed Sept. 8.

■ KEYY(AM) Provo, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Mid-Utah Broadcasting Co. to Touch Outreach Ministries Inc. for donation. Seller is owned by D. Dean Rhodes and his father, Eric. It also owns KHAA(FM) Port Sulphur, La. Buyer is nonprofit corporation headed by Ralph Neighbour. It has no other broadcast interest. Filed Sept. 4.

■ WBMW(FM) Manassas, Va. (106.7 mhz; 36.5 kw; HAAT: 590 ft.)—Seeks assignment of license from EZ Communications Inc. to Infinity Broadcasting Corp. for $13 million. Seller is publicly owned, New York-based group of four AM's and six FM's majority owned by Michael Weiner and Gerald Carrus. It is headed by Mel Karmazin, president. Two weeks ago it sold WQYK-FM St. Petersburg, Fla. ("Changing Hands," Sept. 8). Buyer is Fairfax, Va.-based group of four AM's and 12 FM's principally owned by Arthur Kellar, chairman. It recently purchased Affiliated Publication's radio stations ("Changing Hands," July 7). Filed Sept. 9.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WNVZ(FM) Norfolk, Va., and WMKR-FM Baltimore (WNVZ: 104.5 mhz; 50 kw; HAAT: 500 ft.; WMKR: 106.5 mhz; 50 kw; HAAT: 749 ft.)—Seeks assignment of license from S&F Communications to Capitol Broadcasting Co. for just under $25 million. Seller is owned by Stephen Seymour and Stuart Frankel. It purchased Abell Communications group in March 1985. These are last stations in group. Buyer is Raleigh, N.C.-based group of two AM's, six FM's and one TV, principally owned by James F. Goodmon. Two weeks ago it sold KISS(FM) San Antonio, Tex. ("Changing Hands," Sept. 1). Filed Sept. 4.

■ New TV Christiansted, St. Croix, V.I. (new station)—Seeks assignment of license from Samuel Dean Elder to The Home News Co. for $15,000. Seller has no other broadcast interests. Buyer is New Brunswick, N.J.-based group of three AM's, five FM's and two TV's, and publisher of New Brunswick *Home News* and six weekly magazines. It is owned by William M. Boyd and family. Filed Sept. 8.

■ KENE(AM)-KZHR(FM) Toppenish, Wash. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 2.5 kw; HAAT: 35 ft.)—Seeks assignment of license from Capitol Communications Inc., debtor-in-possession to Sunshine Valley Inc. for $10. Seller is owned by Penelope Jane Tucker, who has no other broadcast interests. Buyer is owned by Martin Hamstra, George Akers and Gene Henderson. Hamstra owns KWYZ(AM) Everett, Wash. Filed Sept. 8.

■ KENE(AM) Toppenish, Wash. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Sunshine Valley Inc. to Richard Knapp for $240,000. Seller is buying this station and companion FM station (see above). Buyer has no other broadcast interests. Filed Sept. 8.

New Stations

New AM's

■ Dothan, Ala.—Holy Ground Broadcasting seeks 700 khz; 5 kw-D. Address: Drew Rd., 36302. Principal is owned by Brenda P. Huff, Grant Snell and his wife, Pam. It has no other broadcast interests. Filed Sept. 9.

■ Laurel, Del.—Gwendolyn Gladys Evans seeks 1170 khz; 5 kw-D. Address: 1 Maryland Ave., Delmar, Md. 21875. Principal has no other broadcast interests. Filed Sept. 4.

■ East Point, Ga.—Darrell Spann seeks 1160 khz; 10 kw-D; 400 w-N. Address: 8357 South Ada, Chicago 60620. Principal has no other broadcast interests. Filed Sept. 4.

New FM's

■ Dadeville, Ala.—Telemedia Services Corp. seeks 97.3 mhz; 3 kw; HAAT: 327 ft. Address: 1401 McCormick Dr., Landover, Md. 29785. Principal is owned by Carl W. Hurlebaus, Ralph M. Savage and Eugene B. White. It has no other broadcast interests. Filed Sept. 3.

■ Dadeville, Ala.—W&W Broadcast Service seeks 97.3 mhz; 2 kw; HAAT: 400 ft. Address: 103 Bibb St., Alexander City, Ala. 35010. Principal is owned by James W. Whatley and his brother, Charles. It also has interest in WNUZ(AM) Talladega, Ala. Filed Sept. 3.

■ Dadeville, Ala.—Dale Broadcasters Inc. seeks 97.3 mhz; 3 kw; HAAT: 328 ft. Address: 501 Cherokee Rd., Alexander City, Ala. 35010. Principal is headed by Walter L. King, president. It has no other broadcast interests. Filed Sept. 3.

■ Dadeville, Ala.—Frank L. Pearson seeks 97.3 mhz; 3 kw; HAAT: 328 ft. Address: 111 Tallassee St., 36853. Principal owns WDLK(AM) Dadeville, Ala. Filed Sept. 3.

■ Palmdale, Calif.—Breezway Broadcasters seeks 106.3 mhz; 1.65 kw; HAAT: 1,313 ft. Address: 20747 Santa Clara St., Canyon Country, Calif. 91351. Principal is owned by Tony Floyde, who has no other broadcast interests. Filed Sept. 2.

■ Salinas, Calif.—San Jacinto Broadcasting seeks 97.9 mhz; 3 kw; HAAT: minus 526 ft. Address: 1212 Fourth St., Parker, Ariz. 85344. Principal is owned by Mildred Baptist, Gerald M. Hale and Morris Courtright. Hale's wife, Deborah, and mother, Margaret, have interest in K02MT(LPTV) Parker, Ariz. Filed Sept. 11.

■ Fairhaven, Mass.—Ararat Broadcasting Corp. seeks 107.1 mhz; 3 kw; HAAT: 314 ft. Address: 315 Belleview Blvd., Steubenville, Ohio 43952. Principal is owned by John D. Holley, Jane Oakley and Stephen Avakian. It has no other broadcast interests. Filed Sept. 3.

C1750-1

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Vol. 111 No. 13

Broadcasting Sep 29

Scrambling legislation showdown
Technology rules the day at IBC
NBC sweeps the Emmys

SCRAMBLING ROWS □ Waning days of congressional session finds events moving in an unclear direction on scrambling legislation. **PAGE 31.**

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session of cocaine, and that with eight shows yet to shoot for the season. That was in 1984, and CBS did not renew it for the 1985-86 season. But CBS has picked it up for this season, with Keach returning as star. There would appear to be several reasons for the decision.

Not the least of which is Stacy Keach himself. He was arrested in April 1984 in London shortly after shooting a two hour-pilot and the first 10 episodes of *Hammer*. He was quickly released on the condition that he reappear in December for sentencing. The assumption was he would receive a fairly hefty fine and that would be the end of the matter. But Keach was sentenced to nine months in prison and served six months before being released early for good behavior in May 1985. That left the program with some eight shows to shoot for the back end of the season with the lead star unavailable. "I sort of went into shock," recalls Jay Bernstein, the program's executive producer. "I mean, that was the end of the show. CBS is a public company. Most of the sponsors are public," and all have certain images they seek to maintain, Bernstein said.

But Keach helped his own cause by seeking rehabilitation immediately after his arrest. He participated in Nancy Reagan's anti-drug campaign and in a documentary produced by Capital Cities for local stations. And for reasons that probably have more to do with intangibles such as "chemistry" and "persona," Keach's popularity apparently was not significantly diminished by his conviction.

He may have his executive producer to thank for that, at least partially. After Keach's imprisonment, and CBS's cancellation of the show for the 1985-86 season, Bernstein undertook a 17-month, market-by-market campaign around the nation to solicit viewer support for Keach. Bernstein appeared on talk shows and did press interviews "with anybody who would listen." His basic pitch was, "In the America I believe in, people get a second chance." He tried to position Keach as a "victim," and not as "someone who was selling drugs to children-...What he was arrested for was a crime against [only] himself." He also argued that Keach could do more for others as a rehabilitated and employed *Mike Hammer* demonstrating the possiblity of bouncing back from drug abuse. Bernstein claims to have spent close to $150,000 of his own money to travel around pitching his cause. He also said that Columbia Pictures Television, impressed with his effort, gave him another $20,000 and spent another $1 million promoting the

NBC finishes off 1985-86 with a win

Last Monday (Sept. 22) marked the official beginning of the fall network television season, and with that in mind, NBC won week 52 (ended Sept. 21) of the 1985-86 season, with a 17.3 rating and 29 share, ahead of ABC's 13.5/23 and CBS's 13.1/22. A year ago, the last week of the 1984-85 season went to NBC as well. NBC won that week with a 16.1/27, ahead of ABC's 14.4/24 and CBS's 12.5/21. NBC also won this year's closing week for evening news, pulling in a 10.6/22, followed by CBS at 10.1/21 and ABC at 9.7/20. Last year's news victory went to CBS, which posted a 10.9/23, followed by NBC's 10/21 and ABC's 9.8/21. The number of homes using television (HUT's) dropped slightly this year, to 59.6%, when compared with 1985's 60% HUT level.

NBC had eight of the top 10 shows in the season's last week, giving up fifth place to ABC's *Head of the Class* and ninth to CBS's *60 Minutes*. This year's Emmy Awards telecast ranked third with a 23.1/36. *Cosby* held onto first place with a 29.8/48. *Family Ties* took second with a 27.9/43. The premiere of *Head of the Class* (21/34) beat a repeat of *Golden Girls* (20.1/35). The previews of *Easy Street* and *Crime Story*, the latter airing on Thursday as a two-hour special, tied for sixth place with *Golden Girls*. All three shows pulled a 20.1 rating, but *Easy Street* got a 36 share, *Golden Girls* a 35 and *Crime Story* a 32.

On Monday, *Bob Hope Lampoons the New TV Scene* came in at 10th place with a 19.3/31, beating out repeats of *MacGyver* (10/16) on ABC and *Scarecrow and Mrs. King* on CBS (10.2/16). NBC's *L.A. Law* aired as a two-hour movie presentation during *NBC Monday Night at the Movies* the same evening and ranked fourth for the week with a 21.2/33. *L.A. Law* ran against ABC's airing of the Denver-Pittsburgh game and repeats of *Kate and Allie*, *Newhart* and *Cagney & Lacey* on CBS. ABC's *Monday Night Football* ranked 12th for the week with a 17.6/30.

Friday's preview of *Crime Story* tied with a Wednesday repeat of *Gimme a Break* for 14th place. Both shows posted a 17 rating, but *Crime Story* took a 32 share, while *Gimme a Break* had a 27.

The two-hour premiere of *Knots Landing* came in 11th for the week (18.4/30), while ABC's premiere of *Perfect Strangers* came in 13th (17.3/29). *Life with Lucy* posted a 14.6/28 in its premiere episode, giving *Lucy* a tie for 23d with *Hunter*. *Starman*'s premiere episode, which ran out of its regular 10-11 p.m. time period, came in 26th with a 14.4/25. The season opener of *Scarecrow and Mrs. King* aired on Friday and ranked 28th with a 13.6/25. The premiere of ABC's *The Ellen Burstyn Show*, on Saturday, which ran right after *Lucy*, finished in a five-way tie for 31st when it pulled a 13.3/24. *Jack and Mike*'s 90-minute premiere tied for 37th with ABC's football special (Cincinnati vs. Cleveland) and CBS's *The Wizard*. The special telecast of *Walter Cronkite at Large* fell into 55th position with a 9.8/17, just below NBC's 54th-ranked *1986*, which posted a 9.9/18.

NBC won every day except Tuesday, which went to CBS. ABC almost took Wednesday away from NBC with a 14.1/23.5, but NBC came out on top with a 14.2/23.6.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	29.8/48
2.	Family Ties	NBC	27.9/43
3.	Emmy Awards	NBC	23.1/36
4.	NBC Monday Movie—L.A. Law	NBC	21.2/33
5.	*Head of the Class	ABC	21.0/34
6.	Easy Street	NBC	20.1/36
7.	Golden Girls	NBC	20.1/35
8.	Crime Story Preview (Thurs.)	NBC	20.1/32
9.	60 Minutes	CBS	19.9/34
10.	B. Hope Special	NBC	19.3/31
11.	*Knots Landing	CBS	18.4/30
12.	NFL Monday Night Football	ABC	17.6/30
13.	*Perfect Strangers	ABC	17.3/29
14.	Crime Story Preview (Fri.)	NBC	17.0/32
15.	Gimme a Break	NBC	17.0/27
16.	Miami Vice	NBC	16.7/29
17.	You Again?	NBC	16.5/26
18.	CBS Tuesday Night Movie	CBS	16.1/27
19.	Who's the Boss?	ABC	16.0/27
20.	ABC Sunday Night Movie	ABC	15.9/26

Rank	Show	Network	Rating/Share
21.	Newhart	CBS	15.8/26
22.	Kate & Allie	CBS	15.7/25
23.	*Life with Lucy	ABC	14.6/28
24.	Hunter	NBC	14.6/25
25.	Our House	NBC	14.5/26
26.	*Starman	ABC	14.4/25
27.	Highway to Heaven	NBC	14.3/25
28.	*Scarecrow & Mrs. King	CBS	13.6/25
29.	Equalizer	CBS	13.6/25
30.	Sidekicks Special	ABC	13.4/25
31.	*Ellen Burstyn Show	ABC	13.3/24
32.	Moonlighting	ABC	13.3/22
33.	Magnum, P.I.	CBS	13.3/21
34.	Cheers	NBC	13.3/21
35.	George Washington II, part 1	CBS	13.3/23
36.	Night Court	NBC	13.1/24
37.	*Jack & Mike	ABC	13.0/25
38.	Wizard	CBS	13.0/22
39.	ABC NFL Football	ABC	13.0/21
40.	Dynasty	ABC	12.2/19

Rank	Show	Network	Rating/Share
41.	*Disney Sunday Movie	ABC	12.1/20
42.	Cagney & Lacey	CBS	12.0/20
43.	Funny	ABC	11.9/22
44.	St. Elsewhere	NBC	11.7/21
45.	Murder, She Wrote	CBS	11.5/22
46.	Remington Steele	ABC	11.3/19
47.	Hotel	ABC	11.0/20
47.	CBS Saturday Night Movie	CBS	10.9/20
49.	A Team	NBC	10.7/20
50.	Disney's Captain EO	NBC	10.5/19
51.	*Many Happy Returns-Movie	CBS	10.3/18
52.	Scarecrow & Mrs. King	CBS	10.2/16
53.	MacGyver	ABC	10.0/16
54.	1986	NBC	9.9/18
55.	Walter Cronkite at Large	CBS	9.8/17
56.	*Heart of the City	ABC	9.7/18
57.	Price is Right	CBS	9.1/14
58.	Fall Preview Special	ABC	9.0/18
59.	Clue Movies, Murder, Mystery	CBS	8.5/14

*indicates premiere episode

change TL and change HAAT to 1,647.73 ft. App. Sept. 16.

■ WCLV (95.5 mhz) Cleveland—Seeks mod. of CP to move SL to 26501 Emery Industrial Parkway, Warrensville Heights, Ohio. App. Sept. 18.

■ WAZU (102.9 mhz) Springfield, Ohio—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Sept. 16.

■ WRAX (100.9 mhz) Bedford, Pa.—Seeks CP to change HAAT to 328 ft. App. Sept. 16.

■ WBZZ (93.7 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Sept. 19.

■ *WAGP (88.7 mhz) Beaufort, S.C.—Seeks mod. of CP to change TL. App. Sept. 18.

■ WXLY (102.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 985 ft. App. Sept. 16.

■ KLTG (100.3 mhz) Lamesa, Tex.—Seeks mod. of CP to change TL and change HAAT to 982 ft. App. Sept. 16.

■ WIZN (106.7 mhz) Vergennes, Vt.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 370.5 ft. App. Sept. 16.

■ *WYCS (91.5 mhz) Yorktown, Va.—Seeks mod. of lic. to change tower height to 344.5 ft. App. Sept. 17.

TV's

Accepted

■ KVVT (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,134 kw, aur. 627 kw; change HAAT to 1,701.4 ft., and change TL. App. Sept. 18.

■ WDKY-TV (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 3,390 kw, aur. 339 kw. App. Sept. 18.

■ WLQF (ch. 32) Greenfield, Mass.—Seeks MP to change ERP to vis. 1,885 kw, aur. 188 kw; change HAAT to 918 ft., and change TL. App. Sept. 18.

■ KXLT (ch. 47) Rochester, Minn.—Seeks CP to change ERP to vis. 107.2 kw, aur. 10.72 kw and change HAAT to 340.6 ft. App. Sept. 18.

■ KCIT (ch. 14) Amarillo, Tex.—Seeks CP to change ERP to vis. 1,280 kw, aur. 128 kw; change HAAT to 1,519 ft., and change TL. App. Sept. 18.

Actions

AM's

■ WRDJ (1560 khz) Daleville, Ala.—Granted app. to increase power to 5 kw. Action Sept. 10.

■ KPNX (1460 khz) Phenix City, Ala.—Granted app. to operate transmitter by remote control. Action Sept. 2.

■ KJNO (630 khz) Juneau, Alaska—Granted app. to increase day power to 5 kw and night power to 1 kw. Action Sept. 12.

■ KRKS (990 khz) Denver—Granted app. to add night service with 390 w; install DA-N, and make changes in ant. sys. Action Sept. 8.

■ WKIQ (1560 khz) Inverness, Fla.—Granted app. to increase night power to 2.3 kw and make changes in ant. sys. Action Sept. 8.

■ WKAT (1360 khz) Miami Beach, Fla.—Granted app. to change city of lic. to North Miami, Fla. Action Sept. 8.

■ WBKZ (880 khz) Jefferson, Ga.—Granted app. to change TL. Action Sept. 11.

■ WMRO (1280 khz) Aurora, Ill.—Returned app. to increase night power to 750 w and make changes in ant. sys. Action Sept. 10.

■ KVVP (105.5 mhz) Leesville, La.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 12.

■ WMAX (1480 khz) Kentwood, Mich.—Granted app. to change TL. Action Sept. 11.

■ WMMI (839 khz) Marshall, Mich.—Granted app. to change city of lic. to Shepherd, Mich. Action Sept. 12.

■ KPRM (870 khz) Park Rapids, Minn.—Granted app. to increase day power to 10 kw. Action Sept. 8.

■ WYNS (1160 khz) Lehighton, Pa.—Granted app. to increase day power to 4 kw and make changes in ant. sys. Action Sept. 8.

FM's

■ KDEZ (100.1 mhz) Jonesboro, Ark.—Granted app. to change TL and change HAAT to 228.48 ft. Action Sept. 15.

■ KYNO-FM (95.7 mhz) Fresno, Calif.—Granted app. to change TL; change ERP to 21 kw, and change HAAT to 763.75 ft. Action Sept. 9.

■ KSUR-FM (99.5 mhz) Greenfield, Calif.—Granted app.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to install aux. sys. Action Sept. 13.

■ KAYL-FM (101.5 mhz) Storm Lake, Iowa—Granted app. to change ERP to 100 kw and change HAAT to 331.5 ft. Action Sept. 9.

■ WLVW (105.5 mhz) Salisbury, Md.—Returned app. to change ERP to 2.1 kw. Action Sept. 11.

■ KLUC (98.5 mhz) Las Vegas—Granted app. to change TL; change ERP to 96.6 kw, and change HAAT to 1,170 ft. Action Sept. 15.

■ WJRZ (100.1 mhz) Manahawkin, N.J.—Granted app. to change ERP to 1.58 kw. Action Sept. 15.

■ WPDH (101.5 mhz) Poughkeepsie, N.Y.—Granted app. to install aux. sys. Action Sept. 9.

■ WTNY-FM (93.5 mhz) Watertown, N.Y.—Granted app. to change TL. Action Sept. 12.

■ WRKY (103.5 mhz) Steubenville, Ohio—Granted app. to change ERP to 15.8 kw and make changes in ant. sys. Action Sept. 12.

■ KEAN-FM (105.1 mhz) Abilene, Tex.—Granted app. to change TL and change HAAT to 1,164 ft. Action Sept. 9.

■ WKGM (940 khz) Smithfield, Va.—Granted app. to make changes in ant. sys. Action Sept. 9.

■ WEKZ-FM (93.7 mhz) Monroe, Wis.—Granted app. to change ERP to 36.3 kw and change HAAT to 581.4 ft. Action Sept. 12.

TV's

■ KTVE (ch. 10) El Dorado, Ark.—Granted app. to change HAAT to 2,000 ft. Action Sept. 9.

■ WZGA (ch. 14) Rome, Ga.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 918 ft., and change TL. Action Sept. 9.

Call Letters

Applications

Call	*Sought by*
	New FM's
KEAS-FM	W.D.S. Broadcasting, Eastland, Tex.
KMMG	Brawley Broadcasting Co., Brawley, Calif.
WIXI	Mark L. Wodlinger, Naples Park, Fla.
	Existing AM's
KINC	KRKY Courtney Broadcasting Co., Winfield, Kan.
WCHT	WBDW NW Northcom Inc., Escanaba, Mich.
	Existing FM
KWXE	KZEA Thomas Broadcasting Inc. Healdton, Okla.
	Existing TV
KGPW	KHJ TV Fidelity Television Inc. Los Angeles

Summary of broadcasting as of May 31, 1986

Service	**On Air**	**CP's**	**Total***
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Grants

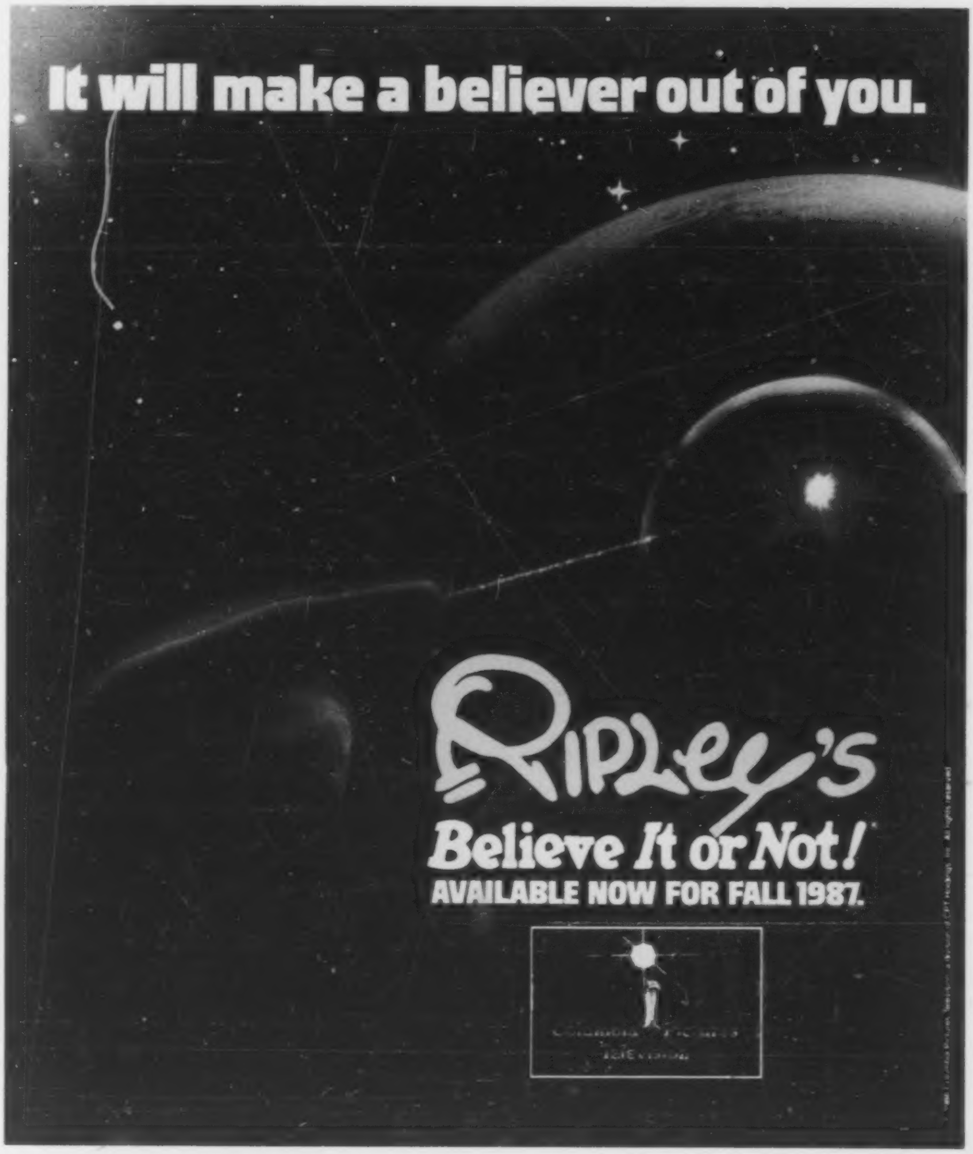
Call	*Assigned to*
	New AM's
WLMO	LCO Communications, Geneseo, N.Y.
WYSL	Radio Livingston Ltd., Avon, N.Y.
	New FM's
KCFB	Fellowship Broadcasting Corp., Saint Cloud, Minn.
KNIC	FM 105 Inc., Lamar, Colo.
KXXO	Three Cities FM Inc., Olympia, Wash.
WDAL	L. Lynn Henley, Linden, Ala.
	Existing AM's
KJDJ	KXZI Peacock Broadcasting, San Luis Obispo, Calif.
KYYN	KZZE KYYN Limited, Poteau, Okla.
WKXF	WSTL Bass Broadcasting Co., Eminence, Ky.
WWSD	WCNH Capital Broadcasting Inc., Quincy, Fla.
WQBQ	WINF Stoehr Communications Corp., Leesburg, Fla.
WXLX	WOXX Swamp Fox Communications Inc., Blowing Rock, N.C.
WSTN	WJED Fayette County Broadcasting Service, Somerville, Tenn.
WSCR	WBQW WSCR Inc., Scranton, Pa.
	Existing FM's
KXDZ	KBLK Koryn Broadcasting Inc., Anchorage
KWLF	KECA Borealis Broadcasting Inc., Fairbanks, Alaska
KCLQ	KMGG Southcom Inc., Monte Rio, Calif.
KATM-FM	KZLO Surco of Pueblo Inc., Pueblo, Colo.
WGTR	WAIA WIOD/WAIA Inc., Miami
WSRZ	WMLO Sarasota FM Inc., Sarasota, Fla.
KUNY	KRNI The University of Northern Iowa, Mason City, Iowa
KDRF	KDLI Deer Lodge Broadcasting Inc., Deer Lodge, Mont.
WMGG	WRMZ North American Broadcasting Co., Columbus, Ohio
WZWW	WWZW Talleyrand Broadcasting Co., Bellefonte, Pa.
WCQT	WHLP-FM Richard Wayne Durham, Centerville, Tenn.
KHYI	KLTY Statewide Broadcasting of Dallas Inc., Arlington, Tex.
	Existing TV's

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 6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Columbia Pictures Television

55th Year 1986

Vol. 111 No. 14

Broadcasting Oct 6

1985 financial figures from BFMA
Congressmen confront FCC on minority preference policy
1986-87 TV household figures from Nielsen, Arbitron

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CABLE VICTORY □ In close vote, Senate blocks effort to attach scrambling measure to continuing resolution. **PAGE 39.**

GOING ABROAD □ NBC makes deal to sell news product to Europe. **PAGE 39.**

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HEDGING BETS □ Showtime/The Movie Channel plans to lower rates in anticipation of cable operators raising basic cable rates in January. **PAGE 41.**

AUCTION BLOCK □ FCC Chairman Fowler testifies before House subcommittee on auctioning off common carrier and private radio portions of spectrum. **PAGE 61.**

SAME OLD SONG □ NBC takes top honors in the first week of the new prime time season. **PAGE 48.**

STEP TWO □ Group seeking leveraged buyout of Viacom files with SEC. **PAGE 46.**

GOING SHOPPING □ Bernie Mann announces plans for satellite-delivered home shopping network. **PAGE 49.**

TV SOUND □ Motown enters television production field. **PAGE 54.**

TALK SHOW □ Malrite Communications to produce one-hour television talk show for next fall. **PAGE 55.**

IN PROGRESS □ New Century Telecommunications planning two first-run syndicated shows for fall 1987. **PAGE 56.**

APPEALS ADVICE □ Appeals court judge indicates FCC can repeal fairness doctrine on public interest grounds. **PAGE 58.**

CBS FILING □ CBS tells FCC that no transfer of control has taken place. **PAGE 59.**

NEW NUMBERS □ Nielsen and Arbitron release new television household figures for the 86-87 season. **PAGE 64.**

MARKETING PUSH □ Ad-supported cable networks commit over $23 million to April 1987 promotional campaign. **PAGE 68.**

FLYING HIGH □ As president of GTE Spacenet, Jerry Waylan knows there is more to successful satellite services than launches and trajectories. **PAGE 95.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 6

Vol. 111 No. 14

TOP OF THE WEEK

TOP MARKETS REPORT

Local advertising fuels TV station growth

Only in Boston did national time sales outstrip local, according to survey by BFMA; New York retains number-one revenue rank

The 1985 financial results for television stations in nine of the top 10 markets show that local advertising led the way in helping some markets register strong gains in the post-Olympic year. (The Dallas market was not included because one station has yet to participate in the BFMA program.) Still, the business continues to be an uneven one, with Philadelphia the fastest growing market, posting a 12% increase in "net time sales," while Houston dropped 8%. The latter's results bode poorly for 1986 since the big plunge in oil prices did not begin until the very end of 1985.

Market-wide revenue results were compiled by the accounting firm of Arthur Young & Co. on behalf of the Broadcast Financial Management Association (BFMA) and include virtually every major station in each market. The market rankings by revenue do not correspond exactly to their ranking by television households. In operating revenue New York was first, at $644.7 million; Los Angeles, $629.7 million; Chicago, $354.5 million; San Francisco, $306.3 million; Boston, $261.8 million; Philadelphia, $258.9 million; Houston, $219.5 million; Washington, $191.5 million, and Detroit, $181.8 million.

New York, in fact, widened its lead over Los Angeles from just $1.1 million in revenue in 1984, to $15 million last year. Some had expected Los Angeles to surpass New York in television revenue. Los Angeles did become the highest ranking market in network compensation, more than doubling from the year before to $18.4 million.

Local sales increased faster than national/regional sales in all but one city, Boston. Six of the cities posted double-digit increases in local time sales, led by Chicago, at 16.9%, and followed by Detroit, 15.6%; Philadelphia, 14%; Washington, 13.7%; New York, 12.6%, and San Francisco, 10.1%. The weight between local and national/regional sales ranged from New York, where local comprised 75% of "gross time sales," to Boston, where national was 65.4% of the total.

The revenue survey shows that in almost every city, revenue from barter and trade-out transactions (where advertising time is exchanged for goods and services rather than money) increased faster than overall revenue. However, the barter and trade-out totals are still a small percentage of overall revenue.

BFMA is in the process of extending the revenue surveys to markets 11-25. The organization's compilation of 1985 network revenue, which posted a decline of 3%, was reported in BROADCASTING's July 14 issue.

BFM's breakdown of the nine markets:

New York

WCBS-TV ■ WNEW-TV ■ WPIX ■ WOR-TV ■ WABC-TV ■ WNBC-TV

Network compensation	$16,633,589
Gross local time sales	$557,258,308
Gross national/regional time sales	$185,446,090
Less ad agency commissions	$116,829,428
Net time sales	$625,874,970
Other operating revenue	$2,209,355
Total operating revenue	$644,717,914
Total barter and tradeouts	$14,051,800

Los Angeles

KCBS-TV ■ KTTV ■ KMEX-TV ■ KCOP ■ KTLA ■ KHJ-TV ■ KNBC ■ KABC-TV

Network compensation	$18,373,995
Gross local time sales	$453,018,634
Gross national/regional time sales	$281,358,113
Less ad agency commissions	$127,464,244
Net time sales	$606,912,503
Other operating revenue	$4,448,268
Total operating revenue	$629,734,766
Total barter and tradeouts	$16,524,735

Chicago

WBBM-TV ■ WFLD-TV ■ WGN-TV ■ WLS-TV ■ WMAQ-TV

Network compensation	$7,622,556
Gross local time sales	$232,854,254
Gross national/regional time sales	$173,569,300
Less ad agency commissions	$62,532,737
Net time sales	$343,890,817
Other operating revenue	$3,002,469
Total operating revenue	$354,515,842
Total barter and tradeouts	$8,019,533

Philadelphia

WCAU-TV ■ KYW-TV ■ WPVI-TV ■ WTAF-TV ■ WPHL-TV

Network compensation	$7,910,983
Gross local time sales	$116,180,663
Gross national/regional time sales	$183,069,697
Less ad agency commissions	$49,873,812
Net time sales	$249,376,548
Other operating revenue	$1,574,200
Total operating revenue	$258,861,731
Total barter and tradeouts	$6,411,804

San Francisco

KFTV ■ KPIX ■ KTVU ■ KOFY ■ KBHK-TV ■ KRON-TV ■ KGO-TV

Network compensation	$7,459,622
Gross local time sales	$172,388,458
Gross national/regional time sales	$174,397,354
Less ad agency commissions	$50,783,140
Net time sales	$296,002,672
Other operating revenue	$2,856,769
Total operating revenue	$306,319,063
Total barter and tradeouts	$8,437,912

Boston

WSBK-TV ■ WCVB-TV ■ WBZ-TV ■ WQTV ■ WNEV-TV ■ WLVI-TV ■ WXNE-TV

Network compensation	$6,069,500
Gross local time sales	$102,783,400
Gross national/regional time sales	$194,066,300
Less ad agency commissions	$43,286,800
Net time sales	$253,562,900
Other operating revenue	$2,211,600
Total operating revenue	$261,844,000
Total barter and tradeouts	$7,057,500

Detroit

WJBK-TV ■ WKBD-TV ■ WXON ■ WDIV ■ WXYZ-TV

Network compensation	$6,572,600
Gross local time sales	$108,330,125
Gross national/regional time sales	$92,182,804
Less ad agency commissions	$28,867,914
Net time sales	$171,645,015
Other operating revenue	$3,535,005
Total operating revenue	$181,752,620
Total barter and tradeouts	$4,206,619

Washington

WTTG ■ WDCA-TV ■ WDVM-TV ■ WJLA-TV ■ WRC-TV

Network compensation	$3,966,360
Gross local time sales	$103,267,880
Gross national/regional time sales	$117,975,009
Less ad agency commissions	$34,430,130
Net time sales	$186,812,759
Other operating revenue	$704,923
Total operating revenue	$191,484,042
Total barter and tradeouts	$3,289,893

Houston

KRIV-TV ■ KTRK-TV ■ KHOU-TV ■ KTXH ■ KHTV ■ KPRC-TV

Network compensation	$5,375,205	Net time sales	$211,833,210
Gross local time sales	$96,550,760	Other operating revenue	$2,296,529
Gross national/regional time sales	$155,879,369	Total operating revenue	$219,504,944
Less ad agency commissions	$40,596,919	Total barter and tradeouts	$5,085,601

FCC lambasted by Telcomsubcom over minority stand

Congressmen critical of commission's decision to end preferences

The FCC was taken to task last week by members of the House Telecommunications Subcommittee who chastized Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson, Dennis Patrick and Patricia Dennis for retreating from the agency's long-standing policy awarding minority and female preferences. The lawmakers' are angry because the FCC, in a supplemental brief filed in the U.S. Court of Appeals in Washington, concluded that the preference routinely given minorities and women in comparative hearings for radio and television stations exceeds the agency's statutory and constitutional authority (BROADCASTING, Sept. 22). The legislators attacked the FCC's brief. However, only Quello seemed to distance himself from it.

The FCC officials took their verbal beating at a subcommittee hearing originally called to discuss advertisers' alleged discrimination against minority-owned broadcast stations. Chaired by Representative Cardiss Collins (D-Ill.), the hearing's focus shifted when the FCC issued its brief in the *Steele* case (BROADCASTING, Sept. 29). Joining the hearing, although not members of the subcommittee, were Representatives Matthew Martinez (D-Calif.) and Esteban Torres (D-Calif.) of the Congressional Hispanic Caucus. "This brief is the *Dred Scott* decision of communications law," Torres said.

Outraged at the FCC for, as one member put it, "turning its back" on minorities and women, the legislators (primarily Democrats) grilled the commissioners for more than three hours. Fowler took most of the heat although Dennis, the FCC's newest commissioner, was also a target. Representative Al Swift (D-Wash.) was stunned by the FCC's new position. "I didn't think anything you [the FCC] would do could surprise me," he said. But this time, Swift added, "you astonish me."

Representative Mickey Leland (D-Tex.), a subcommittee member and chairman of the Congressional Black Caucus, announced that he and Collins were introducing legislation that day to codify the agency's minority ownership policy. (When Leland first learned of the FCC's action he vowed to fight it [BROADCASTING, Sept. 22].) Leland accused the FCC of using "fractured logic" in arriving at its decision. And he predicted the agency's quest to reverse its policy would "force a return to the gloomy days when broadcast ownership was a closed shop."

The commission's motives for filing the brief were at issue. Fowler denied the FCC was throwing out the preferences. Instead, he argued, that the agency is only seeking to have the *Steele* case remanded so it can establish a factual record to back its policy of minority preferences.

(The *Steele* case involved a commission decision to award a construction permit for an FM station to a woman largely because of her sex. The D.C. Circuit overturned the decision and said the FCC exceeded its authority in granting the preference. But the U.S. Appeals Court is now rehearing the case and asked the FCC whether granting a women's preference was within the commission's statutory authority and whether that preference policy is constitutional.)

Fowler pointed out that the FCC grants preferences on the "assumption" that minority ownership would lead to program diversity. A factual record on the issue was never developed, he said. However, due to "recent Supreme Court precedent," Fowler said, "the commission is concerned that it may not continue to rely solely upon minority or female ownership and increased program diversity, absent a factual showing that such a correlation does, in fact, exist." Based on that, the chairman said, the FCC asked the court to remand the case so that it can examine these "interrelated questions of law and policy." And furthermore, he noted, the commission is undertaking a proceeding to collect the evidence.

The chairman insisted that the FCC had made no final judgment on the matter of preferences. Nevertheless, he admitted he was troubled by their use and questioned their effectiveness. After years of preference grants, minorities still only own 2% of all broadcast properties, Fowler said. As a general matter, the chairman told the subcommittee, he thinks preferences are unconstitutional.

"My concern is that our race and gender-based policies work more to prevent us from attaining that goal than to assist us," Fowler testified. "Should the commission have the opportunity to address the policy issue on remand, I would want to see evidence that there is more benefit than harm from these policies. Without such evidence, I would prefer to look to other means through which we can bring more minorities and women into the broadcast industry."

The FCC chairman suggested there might be other ways to foster minority ownership. For example, he referred to a proposal he presented the previous day at another subcommittee hearing (see story, page 61). Fowler advocated auctioning off certain non-broadcast frequencies and assigning the proceeds for "soft loans" to "those who wish to become involved in telecommunications and who qualify under a means-based, color-neutral test." He said that if $250 million were earmarked for that purpose, "I am confident that more minorities would be able in just years to enter telecommunications ownership." But, as one witness, responding to Fowler's proposal, later said, "$250 million isn't enough to buy a television station in Los Angeles."

Subcommittee members hammered away at the other commissioners trying to determine where each stood on the contents of the

Swift

Leland

Collins

Fowler

Quello

Dawson

Patrick

Dennis

NBC on a roll; wins first week of fall season

It takes first place in prime time; its news wins second week in row

NBC took the first week of the new prime time season (ended Sept. 28) handily, winning with an average 18.6 rating and a 30 share, against ABC's 15.1/25 and CBS's 14.9/24. A year ago, the numbers ran with NBC on top, but ABC and CBS reversed their finishing order: NBC, 19.3/30, CBS, 17.4/27 and ABC 14.2/22. NBC finished this year's first week with every show pulling at least a 23 share. And the network won the evening news race for the second week in a row, the first time it had done so in five years. NBC News was out front with a 10.9/22, while CBS posted a 10.5/21 and ABC a 10.4/21. Last year the news numbers were: CBS, 13.0/24; NBC, 11.2/21, and ABC 11.0/21.

HUT's (homes using television) were down by about four million viewers (from 89 million to 85 million), according to Gerald Jaffe of NBC research. As a percentage figure, HUT's were 61.2% compared to last year's 63.2%.

CBS's David Poltrack said the network's poor numbers in premiere week were probably atypical, due to the lackluster performance of two special programs—the made-for-TV movie *Courage*, with Sophia Loren, and the conclusion of the mini-series *George Washington: The Forging of a Nation*. *Courage* finished 47th with a 12.5/20. *Washington* placed 58th, pulling a 9.8/15.

NBC's Brandon Tartikoff said he was pleased with the performance of *Our House* (Sunday at 7 p.m.), noting that it has boosted the network's share in the time period from a 16 to a 24. He said if that continues, it could prevent CBS from dominating the night as it has in the past. "There doesn't seem to be any immediate disaster area," said Tartikoff of the NBC schedule. "There doesn't seem to be any spot where we need to go to the bullpen."

NBC took four of the week's top five shows, leaving CBS's two-hour premiere of *Dallas* with fourth place (26.5/44). (The show's first hour at 9-10 p.m. beat out NBC's *Miami Vice*, which got a 17.4/28, and *Crime Story* in the second hour.) Of the top 10, NBC took six, while CBS and ABC took two apiece. All was not perfect at NBC, however. *Crime Story* was that network's bottom-ranked show, coming in 43d with a 13.3/23. The bottom 22 programs were split between ABC and CBS, with ABC taking 13 and CBS the remaining nine.

NBC won Monday, Thursday and Saturday. ABC took Tuesday and Wednesday, and CBS took Friday and Sunday. □

They like 'Ike.' A reception for the Public Broadcasting Service special, *Ike* (scheduled to air on Oct. 15), was held at the National Portrait Gallery in Washington. Among those attending (l-r): Gallery director Dr. Alan Fern; Stanley Pace, chairman, General Dynamics, the series's underwriter; E.G. Marshall, who stars as President Eisenhower, and Jay Iselin, president of the producing station, noncommercial WNET(TV) New York.

Rank	Show	Network	Rating/Share
1.	*Cosby Show	NBC	33.8/53
2.	*Family Ties	NBC	32.1/50
3.	*Cheers	NBC	30.0/46
4.	*Dallas	CBS	26.5/44
5.	*Golden Girls	NBC	25.6/45
6.	Stranded	NBC	24.9/38
7.	*Moonlighting	ABC	24.2/38
8.	*Murder, She Wrote	CBS	24.0/38
9.	Raiders of the Lost Ark	ABC	22.7/37
10.	Johnny Carson Special	NBC	22.1/36
11.	Football, Chicago-Green Bay	ABC	22.0/36
12.	*Who's the Boss	ABC	21.8/36
13.	*Amen	NBC	20.6/36
14.	*Matlock	NBC	20.1/32
15.	*Dynasty	ABC	20.1/31
16.	60 Minutes	CBS	19.8/34
17.	Head of the Class	ABC	19.2/30
18.	Sledge Hammer (Tues.)	ABC	18.0/29
19.	*Kate & Allie	CBS	17.8/28
20.	*Hunter	NBC	17.5/33
21.	Gimme a Break	NBC	17.5/27
22.	Perfect Strangers	ABC	17.4/29
23.	*Miami Vice	NBC	17.4/28
24.	*Together We Stand	CBS	17.1/30
25.	Doing Life	NBC	16.8/27
26.	*Highway to Heaven	NBC	16.7/27
27.	Scarecrow & Mrs. King	CBS	16.6/30
28.	The Colbys (Wed.)	ABC	16.6/28
29.	*St. Elsewhere	NBC	15.7/27
30.	*Facts of Life	NBC	15.6/30
31.	*ALF	NBC	15.6/24
32.	*Amazing Stories	NBC	15.6/25
33.	Under the Influence	CBS	15.4/24
34.	*MacGyver	ABC	15.4/24
35.	*Valerie	NBC	15.4/25
36.	Jack & Mike	ABC	15.3/26
37.	Football, NFL game (Sun.)	NBC	15.2/29
38.	Knots Landing	CBS	14.8/25
39.	Easy Street	NBC	14.6/23
40.	Intimate Encounters	NBC	14.2/23
41.	Our House	NBC	14.1/24
42.	*A Team	NBC	13.6/24
43.	Crime Story	NBC	13.3/23
44.	*20/20	ABC	13.2/22
45.	*Kay O'Brien, Surgeon	CBS	13.1/22
46.	Firefighter	CBS	12.6/20
47.	Courage	CBS	12.5/20
48.	*Mike Hammer	CBS	12.1/21
49.	Hero in the Family	ABC	12.0/20
50.	*Downtown	CBS	11.9/23
51.	*Sidekicks	ABC	11.8/21
52.	*Webster	ABC	11.7/22
53.	*Simon & Simon	CBS	11.2/18
54.	*Spenser: For Hire	ABC	10.8/20
55.	*Twilight Zone	CBS	10.0/20
56.	*The Colbys	ABC	10.2/16
57.	Life with Lucy	ABC	10.1/22
58.	George Washington II, part 2	CBS	9.8/15
59.	*Sledge Hammer	ABC	9.6/16
60.	The Wizard	CBS	9.5/16
61.	Ellen Burstyn Show	ABC	8.9/16
62.	Starman	ABC	8.7/15
63.	*Mr. Belvedere	ABC	8.3/13
64.	Heart of the City	ABC	6.8/11
65.	*Our World	ABC	6.0/9

*indicates premiere episode

Breslin angered by delaying of his TV program

New York columnist takes home town station to task for move;

Jimmy Breslin, host of a new ABC-TV late night talk show and columnist for the *New York Daily News*, is angry that WABC-TV, the network's owned station in New York, is delaying the broadcast of his twice-weekly program (*Jimmy Breslin's People*). So angry that in his column two Sundays ago (Sept. 28), he suggested that the station's vice president and general manager, William Fyffe, "dive in front of a bus." He also said that once his 13-week commitment to the show is up (at the end of December) he won't renew. "I do not intend to be publicly embarrassed in my own city any longer than that," he said. "Obviously, it is impossible for this fellow Fyffe to be embarrassed over anything. He has on the most shameful local news show this city perhaps has ever seen, and Fyffe does not do the honorable thing. I would say that the moment recommends that he do so; step out of his studio and dive in front of a bus."

Asked for a reaction to the column, Fyffe said, "I have a lot of reaction to it, none of which I'm going to say." Fyffe said he would continue to air the Breslin program on a delayed basis, along with ABC's other new late night talk program featuring Dick Cavett. The network was late in putting together the Breslin/Cavett late night package, which is fed to affiliates Tuesday-Friday for the midnight-1 a.m. time period. Many ABC affiliates are delaying broadcasts of the programs because they committed beforehand to new syndicated programs on the market, including *Nightlife with David Brenner*. WABC-TV delays Breslin/Cavett by a half-hour, after *Nightlife*. The network had no comment on the Breslin column. □

Communications Group Inc., Chester, N.J.-based financial consultant. WREB is daytimer on 930 khz with 500 w. *Broker: Kozacko-Horton Co.*

WCBG(AM) Chambersburg, Pa. □ Sold by Four States Broadcasting Station Inc. to Little Mac of Pennsylvania Inc. for $525,000. **Seller** is owned by Norman E. (Bud) Messner and his wife, Molly. It has no other broadcast interests. **Buyer** is owned by John VerStandig. It also owns WAYZ-AM-FM Waynesboro, Pa., and WCEM-AM-FM Cambridge, Md. WCBG is on 1590 khz with 5 kw day and 1 kw night. *Broker: Blackburn & Co.*

WKEG(AM) Washington, Pa. □ Sold by Genas Broadcasting Inc. to William A. Ferguson and David Lambert for $375,000. **Seller** is owned by Joseph P. Nascone, who has no other broadcast interests. **Buyer**, Ferguson, is Pittsburgh-based real estate investor. Lambert owns Pittsburgh-based printing firm. WKEG is daytimer on 1100 khz with 1 kw. *Broker: Ray H. Rosenblum.*

KCTT-AM-FM Yellville, Ark. □ Sold by Adams Broadcasting Co. to Scott Miller for $300,000. **Seller** is owned by John C. Adams, his brother, Don, and Jackie Jefferson. It has no other broadcast interests. **Buyer** is former general manager of WTAZ(FM) Morton, Ill. KCTT is daytimer on 1530 khz with 1 kw. KCTT-FM is on 97.7 mhz with 2.45 kw and antenna 328 feet above average terrain.)

For other proposed and approved station sales, see "For the Record," page 77.

The Media

Nielsen, Arbitron set new TV market rankings

Nielsen will lower minimum reporting standards for stations in market surveys

Nielsen and Arbitron have the new rankings for their respective television markets in place (the effective date is January 1987), and in both cases more markets changed rank than stayed the same. Only 71 of Nielsen's 209 markets retained the same ranking from a year ago, while only 66 of Arbitron's 214 markets retained the same ranking. The new rankings will take effect shortly after Nielsen lowers its minimum reporting standard for stations to be included in local market surveys. The new minimum takes effect in late October, in time for the November sweep. It requires stations to have an average 3% of their markets' cumulative net weekly audience, sign-on to sign-off. That puts Nielsen's TV reporting minimum in line with Arbitron's, which has been 3% for some time. Nielsen's current minimum in most instances is 5% of a market's cumulative weekly audience.

Nielsen did not have an estimate as to how many more stations will be included in its market surveys with the lower reporting standard in place. But PBS has said it will probably add between 40 and 60 public stations to the more than 145 public outlets now surveyed. INTV said last week that it believed another 11 of its 161 members (all commercial independents) would achieve full reporting status in the Nielsen surveys (as opposed to partial or nonreporting status) once the new standard is implemented. Ron Inman, vice president, marketing, INTV, said he believed that with those additions, "close to 95%" of INTV membership would qualify for full reporting status. There are approximately 100 commercial independents that are not members of INTV.

In the top 10 markets, the Dallas-Fort Worth market displaced Washington as the eighth-ranked market on the Nielsen list, with Washington slipping to ninth. The Arbitron list reflected that change last year. In 1987, the only difference in the top 10 on both lists will be that Nielsen continues to rank Cleveland as the 10th-ranked market, and Houston 11th, while Arbitron continues to rank them in the reverse order. The U.S. Census Bureau reported earlier this year that in terms of total population, the San Francisco Bay area surpassed Philadelphia as the nation's fourth largest market, with the latter falling to fifth place. But both rating companies still have Philadelphia ranked fourth and San Francisco ranked fifth, and note that an increase in a market's total population does not necessarily mean that television homes expand proportionately with the body count. The Census Bureau also reported that the Dallas-Fort Worth metro area also surpassed Washington in total population, making the former the ninth largest market in the country, with Washington dropping to 10th.

The top nine television markets, according to both measurement services, remain (in order): New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston,

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— Class C FM; Texas growth market, Turnaround, in format. $10 million.

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The week of the child. The Rayburn House Office Building on Capitol Hill was visited last Wednesday (Oct. 1) by Big Bird, Mickey and Minnie Mouse and Captain Kangaroo. The occasion was a press conference sponsored by Action for Children's Television to kick off National Children's Television Awareness Week (Oct. 12-18), the beginning of a year-long effort to focus on the use of television for the education of children. Representatives of 10 children's television and cable programs and more than 50 child-related organizations attended.

Representative Tim Wirth (D-Colo.), chairman of the House Subcommittee on Telecommunications, acted as host. He is author of legislation that would require commercial television stations to carry at least seven hours of educational children's programing per week (see "Where Things Stand," this issue). Wirth urged parents, educators, broadcasters and public policy makers to "work together to make television the positive force that it can and should be for our young."

KDKA-TV Pittsburgh and ACT announced they will create a series of 10 public service announcements, "TV Smart Tips," for children and adults. The PSAs will air on the five Westinghouse television stations and on the 46 stations participating in Group W's "For Kids' Sake" campaign (BROADCASTING, Sept. 29), and then will be made available to all television stations free. Among the personalities to be featured on the PSAs is David Birney of PBS's ***WonderWorks***.

Pictured above left: John Cooke, president, The Disney Channel. Above right (l-r): Senator Frank Lautenberg (D-N.J.), Representative John Bryant (D-Tex.), Peggy Charren, president, Action for Children's Television, and Wirth.

Detroit, Dallas-Fort Worth and Washington.

In other changes in the top-50 to take effect next year, Nielsen reports Atlanta and Pittsburgh reversing order, to 12th and 13th respectively. The next two markets also reverse their order according to Nielsen, with Tampa-St. Petersburg climbing a notch to 14th and Seattle-Tacoma falling to 15th. Aribitron also has Atlanta climbing to 12th, but from 15th, with Pittsburgh dropping a notch to 13th. Arbitron has Miami retaining 14th place, with Minneapolis-St. Paul stepping up a peg to 15th, while Seattle-Tacoma falls from 13th to 16th place. Nielsen has Miami-Fort Lauderdale and Minneapolis-St. Paul retaining their positions at 16th and 17th, respectively. Both services round out the top-20 with St. Louis in 18th, Denver, 19th and Sacramento-Stockton, 20th, the same as last year.

In markets 21-30, Nielsen reports Phoenix climbing from 23d to 21st place, while Baltimore slips a notch to 22d and Indianapolis slips as well, from 22d to 23d. Hartford-New Haven, Portland, Ore., San Diego and Orlando-Daytona remain in place (markets 24-27 respectively), according to Nielsen. That service also reports that Kansas City and Milwaukee each climbed a notch to 28th and 29th, respectively, while Cincinnati drops from 28th to 30th. In the new Aribitron rankings, Baltimore and Phoenix retain their positions as the 21st- and 22d-ranked markets, respectively. However, the next two markets reverse order from a year ago, with Hartford-New Haven becoming market 23 and Indianapolis becoming market 24. San Diego and Portland, Ore., also reverse order on the Arbitron list, with the former assuming 25th place and the latter 26th. Orlando-Daytona Beach-Melbourne remains the 27th ranked market, while Cincinnati steps up a notch to 28th, Kansas City rises by one to 29th and Milwaukee drops two to 30th.

On both the Nielsen and Arbitron lists, Nashville and Charlotte remain in place at 31st and 32d repectively. Nielsen also has New Orleans staying in place at 33d, while Aribitron has that market stepping up a notch to 33rd, switching places with Columbus, Ohio, which becomes 34th. On the Nielsen list the next two markets flip-flopped with Greenville-Spartanburg-Asheville stepping up to 34th and Buffalo dropping to 35th. Nielsen also reports the next three pairs of markets reversing order too, with Oklahoma City climbing to 36th, dropping Columbus to 37th, and Raleigh-Durham rising to 38th, dropping Birmingham to 39th. Grand Rapids-Kalamazoo-Battle Creek steps up to 40th, dropping Salt Lake City to 41st. The Arbitron list shows Raleigh-Durham rising three pegs to 35th, with the next three markets dropping a notch each—Buffalo to 36th, Oklahoma City to 37th, and Greenville-Spartanburg-Asheville to 38th. Arbitron then has Memphis climbing one step to 39th, bouncing Salt Lake City down to 41st, while Grand Rapids-Kalamazoo-Battle Creek steps up a peg to 40th.

Nielsen reported Providence-New Bedford and Memphis remaining in place at 42d and 43d, respectively, while the next two markets reversed order, with San Antonio assuming 44th and Harrisburg-Lancaster-Lebanon-York dropping to 45th. Nielsen said that Norfolk-Portsmouth-Newport News climbed two notches to 46th, bumping Wilkes Barre-Scranton down a notch to 47th, in turn bumping Louisville down a peg to 48th. Charleston-Huntington remained in place at 49th, while Dayton made its way to the top-50, in 50th place, bouncing Albany-Schenectady-Troy to 52d. Arbitron, like Nielsen, reports Providence-New Bedford staying in place at 42d, followed by Birmingham, which Arbitron has jumping from 47th to 43d. Arbitron also reports San Antonio reversing order with Harrisburg-Lancaster-Lebanon, with the former in 44th and the latter dropping to 45th. Norfolk-Portsmouth-Newport News-Hampton remained in 46th place, Arbitron said, while Charleston-Huntington fell from 43d to 47th. Dayton, Louisville and Greensboro-Winston Salem-High Point rounded out Arbitron's top-50 (48th, 49th and 50th, respectively) with no change from a year ago.

Most of the market rank changes involved markets rising or dropping one or two positions on the list, but some jumped by five or more positions. The biggest gain made by a market was Arbitron's Tyler market, which becomes the hyphenated Tyler-Longview market, jumping from 154th to 125th. Arbitron also hyphenated the Cheyenne-Scottsbluff market, which jumps from 202d to 188th. Substantial changes in other markets are due primarily to additions or deletions of counties within them. Among other big gainers and declinees on the Arbitron list: Shreveport-Texarkana, down nine rungs to 62d; Austin, up seven to 79th; Springfield-Decatur-Champaign, up seven to 75th;

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Youngstown, up five to 87th; Burlington-Plattsburgh, up five to 93d; Augusta, up six to 99th; Fort Myers-Naples, up six to 101st; Columbus, Ga., down six to 121st; Sioux City, up six to 123d; Yakima, down five to 128th; Wheeling-Steubenville, down 10 to 134th; La Crosse-Eau Claire, down nine to 136th; Columbia-Jefferson City, down five to 142d; Rochester-Mason City-Austin, down seven to 149th; Lubbock, down nine to 150th; Rapid City, down six to 167, and Alexandria, Minn., down nine to 183d. Arbitron folded two markets, Selma and Anniston, into other markets. It added Farmington, N.M.

On the Nielsen list, the big gainers and losers were: Youngstown, down six to 88th; Burlington-Plattsburgh, up six to 90th; Fort Wayne, up to five 102d; Fort Myers-Naples, up six to 103d; Wilmington, up six to 116th; Harlingen-Weslaco-Brownsville, up five to 119th; Wheeling-Steubenville, down nine to 126th; Beaumont-Port Arthur, down six to 127th; Odessa-Midland, up eight to 139th; Beckley-Bluefield-Oak Hill, up seven to 141st; Mason City-Austin-Rochester, down five to 148th, and Lubbock, down eight to 149th.

Nielsen

86-87	85-86	Market	TV households
1	1	New York	6,790,630
2	2	Los Angeles	4,516,800
3	3	Chicago	3,063,370
4	4	Philadelphia	2,550,780
5	5	San Francisco-Oakland	2,106,360
6	6	Boston	2,008,300
7	7	Detroit	1,668,650
8	9	Dallas-Ft. Worth	1,596,730
9	8	Washington	1,585,140
10	10	Cleveland-Akron	1,445,230
11	11	Houston	1,442,080
12	13	Atlanta	1,224,160
13	12	Pittsburgh	1,199,850
14	15	Tampa-St. Pete-Sarasota	1,199,760
15	14	Seattle-Tacoma-Bell	1,193,980
16	16	Miami-Ft. Lauderdale	1,190,960
17	17	Minneapolis-St. Paul	1,175,750
18	18	St. Louis	1,053,180
19	19	Denver	1,004,850
20	20	Sacramento-Stockton, Calif.	909,840
21	23	Phoenix	903,010
22	21	Baltimore	887,430
23	22	Indianapolis	885,800
24	24	Hartford-New Haven, Conn.	813,230
25	25	Portland, Ore.	798,760
26	26	San Diego	786,400
27	27	Orlando-Dytn Bch-Melbrne	748,850
28	29	Kansas City	710,520
29	30	Milwaukee	700,830
30	28	Cincinnati	698,480
31	31	Nashville	685,190
32	32	Charlotte, N.C.	655,230
33	33	New Orleans	642,610
34	35	Greenvl-Sprtnbg-Ashvl, N.C.	625,280
35	34	Buffalo	615,540
36	37	Oklahoma City	609,210
37	36	Columbus, Ohio	608,070
38	39	Raleigh-Durham, N.C.	600,880
39	38	Birmingham-Anniston, Ala.	594,140
40	41	Gr Rpds-Kalmzoo, Mich.	586,340
41	40	Salt Lake City	583,690
42	42	Providence, R.I.-N.Bed, Mass.	581,610
43	43	Memphis	570,520
44	45	San Antonio	531,520
45	44	Harrisburg-York-Lanc-Leb, Pa.	527,130
46	48	Nflk-Prtsmth-Nprt Nws, Va.	523,170
47	46	Wilkes Barre-Scranton, Pa.	517,140
48	47	Louisville, Ky.	501,850
49	49	Charleston-Huntington, W.Va.	496,010
50	51	Dayton, Ohio	495,860
51	52	Grnsbro-Wnstn Slm, N.C.	489,520
52	50	Albany-Schenectady-Troy	484,910
53	53	Tulsa, Okla.	460,830
54	56	Rhmnd-Ptrsbrg-Chrltvl, Va.	451,910
55	54	Little Rock-Pine Bluff, Ark.	450,250
56	55	Flint-Saginaw-Bay City, Mich.	445,730
57	57	Shreveport, La.	445,190
58	58	West Palm Beach-Ft. Pierce	445,120
59	59	Mobile, Ala.-Pensacola, Fla.	427,740
60	61	Knoxville, Tenn.	423,290
61	64	Jacksonville, Fla.	421,540
62	60	Wichita-Hutchinson, Kan.	419,790
63	63	Fresno-Visalia, Calif.	411,780
64	62	Toledo, Ohio	410,470
65	65	Albuquerque-Santa Fe	401,660
66	66	Syracuse, N.Y.	376,230
67	67	Green Bay-Appleton, Wis.	367,900
68	68	Des Moines-Ames, Iowa	365,690
69	70	Rochester, N.Y.	351,040
70	69	Omaha	348,300
71	71	Roanoke-Lynchburg, Va.	345,680
72	75	Honolulu	330,080
73	73	Davenport-Rock Is.-Moline, Ill.	329,310
74	77	Paduch, Ky.-Cp Grdeau, Ill.	324,580
75	76	Chmpgn-Sprngfld-Dctr, Ill.	324,440
76	74	Cdr Rpds-Wtloo-Dbqe, Iowa	322,700
77	79	Austin, Tex.	318,510
78	78	Spokane, Wash.	316,560
79	80	Lexington, Ky.	314,000
80	72	Portland-Auburn, Me.	301,810
81	85	Tucson-Nogales, Ariz.	296,660
82	82	Chattanooga	294,340
83	86	Springfield, Mo.	288,650
84	83	Jackson, Miss.	287,560
85	81	Johnstown-Altoona, Pa.	286,330
86	84	South Bend-Elkhart, Ind.	283,060
87	87	Brstl-Kngspt-Jhnsn Cty, Tenn.	278,530
88	94	Youngstown, Ohio	275,720
89	88	Huntsville-Decatur, Ala.	264,710
90	96	Brlngtn, Vt.-Pittsbrgh, N.Y.	261,960
91	91	Columbia, S.C.	260,860
92	90	Baton Rouge	258,630
93	89	Lncln-Hstngs-Krny, Neb.	256,630
94	92	Evansville, Ind.	254,490
95	93	Grnvlle-New Brn-Wash, N.C.	243,940
96	95	Springfield-Holyoke, Mass.	237,700
97	98	Las Vegas	234,110
98	101	Waco-Temple, Tex.	229,580
99	99	El Paso	229,320
100	102	Colorado Springs-Pueblo	226,230
101	100	Sioux Falls-Mitchell, S.D.	224,610
102	97	Ft. Wayne, Ind.	222,480
103	109	Ft. Myers-Naples, Fla.	215,130
104	103	Peoria-Bloomington, Ill.	214,890
105	104	Lansing, Mich.	214,310
106	105	Fargo-Valley City, N.D.	212,490
107	107	Augusta, Me.	211,870
108	106	Madison, Wis.	211,650
109	108	Charleston, S.C.	208,090
110	110	Savannah, Ga.	205,100
111	111	Montgomery, Ala.	200,040
112	112	Monterey-Salinas, Calif.	198,320
113	113	Lafayette, La.	196,130
114	115	Snta Brbra-Snta Mra, Calif.	192,400
115	114	Rockford, Ill.	191,680
116	122	Wilmington, Del.	181,600
117	118	Monroe, La.-El Dorado, Ark.	180,820
118	119	Columbus, Ga.	179,230
119	124	Hrlngn-Wslco-Brnsvle, Tex.	177,160
120	116	Amarillo, Tex.	175,880
121	120	Terre Haute, Ind.	175,010
122	123	Joplin, Mo.-Pittsburg, Kan.	174,700
123	127	Corpus Christi, Tex.	173,380
124	125	Duluth, Minn.-Superior, Wis.	172,160
125	128	Binghamton, N.Y.	170,750
126	117	Whlng, W.Va.-Stubnvile, Ohio	170,410
127	121	Beaumont-Port Arthur, Tex.	169,150
128	126	Yakima, Wash.	165,810
129	130	Talla, Fla.-Thmsvle, Ga.	163,460
130	129	Wausau-Rhinelander, Wis.	162,210
131	131	Reno	161,570
132	133	Sioux City, Iowa	159,330
133	132	Wchta Falls, Tex.-Lwtn, Okla.	158,570
134	136	Macon, Ga.	156,340
135	134	Eugene, Ore.	156,010
136	135	La Crosse-Eau Claire, Wis.	155,140
137	137	Traverse City-Cadillac, Mich.	154,580
138	138	Erie, Pa.	152,590
139	147	Odessa-Midland, Tex.	151,410
140	139	Boise, Idaho	150,750
141	148	Bckly-Blue-Oak Hill, W.Va.	150,100
142	144	Bakersfield, Calif.	149,690
143	142	Clmbs-Tupelo-West Pt., Miss.	149,450
144	140	Chico-Redding, Calif.	147,700
145	145	Minot-Bsmrck-Dckinson, N.D.	144,120
146	146	Columbia-Jefferson City, Mo.	143,050
147	149	Ft. Smith, Ark.	142,260
148	143	Msn City-Astn-Rochstr, Minn.	141,730
149	141	Lubbock, Tex.	136,160
150	150	Topeka, Kan.	134,870
151	152	Bangor, Me.	125,150
152	156	Medford-Klamath Falls, Ore.	124,700
153	153	Albany, Ga.	124,620
154	151	Quincy-Hnnbl, Mo.	123,400
155	154	Tyler, Tex.	122,390
156	155	Abilene-Sweetwater, Tex.	116,100
157	158	Anchorage	113,210
158	157	Florence, S.C.	110,790
159	159	Dothan, Ala.	103,310
160	160	Utica, N.Y.	99,600
161	161	Idaho Falls-Pocatello	97,730
162	161	Rapid City, S.D.	96,360
163	163	Alexandria, La.	88,720
164	162	Billings, Mont.	88,530
165	166	Palm Springs, Calif.	88,270
166	164	Hattiesburg-Laurel, Miss.	88,210
167	165	Salisbury, Md.	85,500
168	168	Clarksburg-Weston, W.Va.	81,410
169	169	Greenwood-Greenville, Miss.	80,740
170	170	Gainesville, Fla.	79,500
171	171	Lake Charles, La.	75,890
172	172	Meridian, Miss.	74,300
173	176	Panama City, Fla.	72,200
174	176	Missoula, Mont.	71,960
175	174	Elmira, N.Y.	71,200
176	173	Ada-Ardmore, Okla.	70,470
177	183	Roswell, N.M.	67,840
178	177	Jonesboro, Ark.	67,520
179	181	Biloxi-Gulfport, Miss.	66,510
180	179	Great Falls, Mont.	66,500
181	178	Yuma-El Centro, Ariz.	66,090
182	180	Watertown, Me.	66,000
183	182	Parkersburg, W.Va.	61,450
184	184	St. Joseph, Mo.	58,810
185	185	Grnd Jnctn-Mntrse, Colo.	56,960
186	187	Casper-Riverton, Wyo.	53,530
187	188	Mankato, Minn.	52,080
188	189	Marquette, Mich.	51,870
189	186	Eureka, Calif.	50,580
190	191	Cheyenne-Scottsbluff, Wyo.	50,270
191	190	Alexandria, Minn.	49,820
192	192	Butte, Mont.	46,390
193	193	Jackson, Tenn.	45,320
194	194	Ottumwa-Kirksville, Iowa	44,400
195	195	San Angelo, Tex.	44,050
196	196	Lima, Ohio	40,210

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86-87	85-86	Market	TV households
197	197	Bowling Green, Ky.	37,700
198	199	Laredo, Tex.	33,980
199	200	Harrisonburg, Va.	32,840
200	201	Zanesville, Ohio	31,190
201	202	Presque Isle, Me.	28,970
202	198	Victoria, Tex.	26,540
203	203	Twin Falls, Idaho	25,690
204	205	Bend, Ore.	25,430
205	204	Fairbanks, Alaska	25,230
206	206	Helena, Mont.	20,290
207	208	Alpena, Mich.	15,330
208	207	North Platte, Neb.	14,590
209	209	Glendive, Mont.	5,460

Arbitron

86-87	85-86	Market	TV households
1	1	New York	6,814,200
2	2	Los Angeles	4,532,700
3	3	Chicago	3,066,700
4	4	Philadelphia	2,641,400
5	5	San Francisco	2,077,000
6	6	Boston	2,037,700
7	7	Detroit	1,684,300
8	8	Dallas-Fort Worth	1,605,200
9	9	Washington	1,563,600
10	10	Houston	1,457,400
11	11	Cleveland	1,413,400
12	15	Atlanta	1,224,400
13	12	Pittsburgh	1,209,000
14	14	Miami	1,202,400
15	16	Minneapolis-St Paul	1,199,800
16	13	Seattle-Tacoma	1,194,300
17	17	Tampa-St Petersburg, Fla.	1,090,400
18	18	St Louis	1,052,300
19	19	Denver	1,029,700
20	20	Sacramento-Stockton, Calif.	931,800
21	21	Baltimore	893,100
22	22	Phoenix	892,000
23	24	Hartford-New Haven, Conn.	821,500
24	23	Indianapolis	818,300
25	26	San Diego	787,000
26	25	Portland, Ore.	785,700
27	27	Orlnd-Day Bch-Melbrn, Fla.	753,000
28	29	Cincinnati	711,900
29	30	Kansas City	705,400
30	28	Milwaukee	699,500
31	31	Nashville	685,200
32	32	Charlotte, N.C.	663,800
33	34	New Orleans	650,900
34	33	Columbus, Ohio	649,600
35	38	Raleigh-Durham, N.C.	620,400
36	35	Buffalo, N.Y.	614,400
37	36	Oklahoma City	613,500
38	37	Grnvlle-Sprtnbrg-Ash, N.C.	609,100
39	40	Memphis	587,600
40	41	Grnd Rpds-Klmzoo, Mich.	585,300
41	39	Salt Lake City	581,700
42	42	Prvdnc, R.I.-Nw Bdfrd, Mass.	569,600
43	47	Birmingham, Ala.	555,500
44	45	San Antonio, Tex.	531,000
45	44	Hrrsbrg-Yrk-Lncstr-Lbnon, Pa.	527,900
46	46	Nrflk-Prtsmth-Nwprt Nws, Va.	526,000
47	43	Charleston-Huntington, W.Va.	517,100
48	48	Dayton, Ohio	506,300
49	49	Louisville, Ky.	505,000
50	50	Grnsbro-Wnstn Slm, N.C.	504,400
51	51	Albny-Schnctdy-Try, N.Y.	482,700
52	52	Tulsa	468,100
53	55	Little Rock, Ark.	452,200
54	56	W Plm Bch-Ft Prc-Vro Bch, Fla.	447,800
55	57	Mbile, Ala.-Psnca, Fla.	435,500
56	54	Flnt-Sgnaw-Bay City, Mich.	433,300
57	61	Jacksonville, Fla.	426,700
58	59	Wichita-Hutchinson, Kan.	421,700
59	58	Wlks Barre-Scrntn, Pa.	421,600
60	63	Richmond, Va.	415,800
61	60	Knoxville, Tenn.	413,900
62	53	Shrveprt, La.-Txrkna, Tex.	407,700
63	64	Fresno-Visalia, Calif.	405,100
64	65	Toledo, Ohio	397,900
65	62	Albuquerque, N.M.	388,100
66	66	Des Moines, Iowa	379,300
67	67	Syracuse, N.Y.	372,900
68	68	Green Bay-Appleton, Wis.	362,900
69	70	Omaha	354,300
70	71	Rochester, N.Y.	350,100
71	72	Roanoke-Lynchburg, Va.	339,800
72	79	Austin, Tex.	329,000
73	77	Lexington, Ky.	328,200
74	74	Dvnprt, Iowa-Rck Is-Moline, Ill.	327,800
75	73	Cdr Rpds-Wtloo-Dbque, Iowa	325,100
76	69	Sprngfld-Dctr-Chmpgn, Ill.	320,200
77	75	Pduch, Ky.-Cp Grdeau, Mo.	316,700
78	78	Spokane, Wash.	313,900
79	76	Portland-Poland Spring, Me.	303,300
80	80	Chattanooga	301,700
81	82	Tucson	301,000
82	86	Bstl-Kingspt-Jhnsn City, Tenn.	287,600
83	83	Springfield, Mo.	284,400
84	84	South Bend-Elkhart, Ind.	282,600
85	85	Jackson, Miss.	280,900
86	81	Johnstown-Altoona, Pa.	280,000
87	92	Youngstown, Ohio	275,200
88	87	Columbia, S.C.	273,000
89	89	Hntsvlle-Dcatr-Flrence, Ala.	265,700
90	88	Evansville, Ind.	264,000
91	91	Baton Rouge, La.	258,600
92	90	Lncln-Hstngs-Krny, Neb.	257,300
93	98	Brlngtn, Vt.-Pittsbrgh, N.Y.	246,600
94	96	Las Vegas	231,400
95	94	Waco-Temple, Tex.	229,300
96	97	Grnvlle-New Brn-Wash, N.C.	228,200
97	93	Fort Wayne, Ind.	221,700
98	95	Sioux Falls-Mitchell, S.D.	218,100
99	105	Augusta, Ga.	215,700
100	99	Colorado Springs-Pueblo	215,500
101	107	Fort Myers-Naples, Fla.	214,800
102	100	Lansing, Mich.	214,600
103	100	Peoria, Ill.	214,100
104	102	Fargo, N.D.	212,900
105	104	El Paso, Tex.	212,000
106	103	Springfield, Mass.	211,000
107	109	Madison, Wis.	210,700
108	116	Montgomery-Selma, Ala.	209,500
109	106	Charleston, S.C.	208,000
110	108	Savannah, Ga.	205,900
111	110	Salinas-Monterey, Calif.	198,400
112	111	Lafayette, La.	196,600
113	113	Snta Brbra-Snta Maria, Calif.	192,100
114	112	Rockford, Ill.	191,000
115	114	Monroe, La.-El Dorado, Ark.	181,200
116	117	McAllen-Brownsville, Tex.	179,200
117	118	Amarillo, Tex.	177,400
118	119	Joplin, Mo.-Pittsburg, Kan.	175,600
119	121	Corpus Christi, Tex.	174,500
120	120	Dlth, Minn.-Suprior, Wis.	173,000
121	115	Columbus, Ga.	172,400
122	122	Beaumont-Port Arthur, Tex.	170,500
123	129	Sioux City, Iowa	167,700
124	125	Reno	166,600
125	154	Tyler-Longview, Tex.	165,300
126	126	Wchta Flls, Tex.-Lwtn, Okla.	162,900
127	131	Terre Haute, Ind.	161,900
128	123	Yakima, Wash.	161,500
129	130	Tallhssee, Fla.-Thmsvlle, Ga.	161,300
130	128	Wausau-Rhinelander, Wis.	161,100
131	132	Macon, Ga.	158,900
132	134	Binghamton, N.Y.	156,200
133	133	Eugene, Ore.	155,300
134	124	Wheel-Stubnvlle, W.Va.	155,200
135	135	Columbus-Tupelo, Miss.	154,900
136	127	La Crs-Eau Clr, Wis.	154,200
137	138	Erie, Pa.	153,600
138	136	Boise	153,200
139	139	Trvrse City-Cadillac, Mich.	153,000
140	144	Odessa-Midland, Tex.	152,600
141	140	Chico-Redding, Calif.	149,900
142	137	Colmbia-Jffrsn City, Mo.	149,400
143	147	Bluefld-Beckly-Oak Hill, W.Va.	145,900
144	145	Florence, S.C.	145,100
144	143	Topeka, Kan.	145,100
146	146	Minot-Bsmrck-Dcknsn, N.D.	144,100
147	149	Ft Smith, Ark.	143,700
148	148	Bakersfield, Calif.	142,400
149	142	Rchstr-Msn City-Astn, Minn.	141,900
150	141	Lubbock, Tex.	137,500
151	152	Quincy-Hannibal, Mo.	137,200
152	151	Wilmington, Del.	133,200
153	150	Albany, Ga.	132,500
154	153	Bangor, Me.	124,500
155	156	Medford, Ore.	123,200
156	157	Sarasota, Fla.	116,200
157	155	Abln-Swtwtr, Tex.	116,100
158	158	Utica, N.Y.	102,100
159	159	Idho Flls-Pcatllo	101,500
160	160	Dothan, Ala.	97,600
161	163	Alexandria, La.	89,600
162	164	Laurel-Hattiesburg, Miss.	89,400
163	165	Billings-Hardin, Mont.	88,400
164	166	Salisbury, Md.	86,000
165	167	Elmira, N.Y.	85,000
166	162	Clarksburg-Weston, W.Va.	84,700
167	161	Rapid City, S.D.	82,100
168	168	Greenwood-Greenville, Miss.	81,400
169	170	Gainesville, Fla.	80,800
170	169	Watertown-Carthage, N.Y.	79,100
171	175	Panama City, Fla.	78,300
172	171	Lake Charles, La.	76,400
173	176	Missoula, Mont.	76,300
174	173	Ardmore-Ada, Okla.	70,900
175	177	Grnd Jnctn-Drngo, Colo.	68,300
176	178	Jonesboro, Ark.	67,500
177	174	Meridian, Miss.	66,900
178	178	Great Falls, Mont.	66,300
179	180	Blxi-Glfprt-Pscgla, Miss.	64,100
180	181	Roswell, N.M.	61,800
181	183	Palm Springs	61,000
182	182	El Centro-Yuma, Ariz.	58,900
183	172	Alexandria, Minn.	58,500
184	185	Casper-Riverton, Wyo.	55,500
185	186	Marquette, Mich.	54,900
186	187	Tuscaloosa, Ala.	52,300
187	184	Eureka, Calif.	51,100
188	189	Butte, Mont.	48,400
189	188	St Joseph, Mo.	47,000
190	192	San Angelo, Tex.	46,300
191	190	Jackson, Tenn.	45,800
192	191	Lafayette, Ind.	45,400
192	202	Cheyenne-Scotts Bluff, Wyo.	45,400
194	194	Hagerstown, Md.	40,300
195	195	Lima, Ohio	40,100
196	197	Charlottesville, Va.	38,700
197	196	Bowling Green, Ky.	38,100
198	198	Parkersburg, W.Va.	35,300
199	199	Laredo, Tex.	34,200
200	200	Harrisonburg, Va.	33,700
201	—	Farmington, N.M.	31,800
202	201	Zanesville, Ohio	31,000
203	202	Twin Falls, Idaho	30,500
204	204	Otmwa, Iowa-Krksvlle, Mo.	29,200
205	205	Presque Isle, Me.	28,600
206	206	Flgstff, Ariz.	26,900
207	207	Victoria, Tex.	26,700
208	208	Bend, Ore.	24,800
209	209	Mankato, Minn.	23,300
210	210	Helena, Mont.	18,600
211	212	North Platte, Neb.	18,500
212	213	Alpena, Mich.	10,900
213	214	Glendive, Mont.	5,300

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■ Milton-Freewater, Ore.—Blanca Gaukroger seeks 97.9 mhz; 3 kw; HAAT: 272.8 ft. Address: Rt. 1, 26 Couse Creek Rd., 97862. Principal has no other broadcast interests. Filed Sept. 18.

■ Milton-Freewater, Ore.—Nanette Markunas seeks 97.9 mhz; 500 w; HAAT: 731 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal has no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Paolella-Csop Co. seeks 97.9 mhz; 3 kw; HAAT: 327.1 ft. Address: Jones School Square, 150 East Eighth Street, Erie, Pa. 16507-0819. Principal is owned equally by Beverlye Paolella and her husband, Clarence Paolella (25% each), and Shirley Csop and her husband, Michael Csop (25% each). Clarence Paolella is general manager and general sales manager of WICU-TV Erie, where Michael Csop is chief engineer. Filed Sept. 18.

■ Edinboro, Pa.—Northwest Radio Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 111 Granite Street, Aliquippa, Pa. 15001. Principal is owned by Marilee Ruscitti (85%), her husband, Ted (10%), and Joyce Papuzek. Ruscittis own WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and have less than 1% interest in Taft Broadcasting. Filed Sept. 18.

■ Edinboro, Pa.—ADM Communications seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 25 Woodside Drive, McKean, Pa. 16426. Principal is owned equally by David Adams, Richard Gaillard, Thomas Fadale and John Mead, who have no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Jeanine Joynt seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 135, Sayre, Pa. 18840. Principal has no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Susan B. Klaus seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 19015 Van Aken Blvd. #214, Shaker Heights, Ohio 44122. Klaus's father, Richard Klaus, is general manager and has interest in WKNT(AM)-WNIR(FM) Kent, Ohio, where his wife is public affairs director and his sister is station manager. Susan Klaus's brother, Robert, is vice president of WKNT-WNIR. Filed Sept. 18.

■ Edinboro, Pa.—H.A.M. Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Principal is owned by Deborah Mondell (25%), her husband, Thomas Mondell (25%); William Askin (25%) and Cathy Addessi (25%). Mondells and Askin are applicants for new FM at Grove City, Ohio. Askin is audio-video technician at WTAE-TV Pittsburgh. Filed Sept. 18.

■ Edinboro, Pa.—Jeremy Warren and Cole Hughley seek 97.9 mhz; 3 kw; HAAT: 326.69 ft. Address: 7728 Keswick Road, Powell, Tenn. 37849. Principal is equal partnership with no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Edinboro Media Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 4 Estanolle Street, Greenville, S.C. 29615. Principal is owned by J.R. McClure, who also has interest in WMAX(AM) Grand Rapids, Mich.; KKK(FM) Odessa, Tex., and is president of nonprofit religious broadcasting corp. His son, J.R. McClure Jr., has interest in same stations. His wife, Frances McClure, is applicant for new FM at Las Vegas. His son J. Stephen is applicant for new FM at Richmond, Va. Filed Sept. 18.

■ Beeville, Tex.—Trojan Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 300 ft. Address: 115 West Avenue D, Robstown, Tex. 78380. Principal is owned by brothers, Humberto Lopez Jr. (49%) and Carlos Lopez (51%). Carlos Lopez has interest, with his parents, Humberto and Minerva Lopez, in app. for new TV at Robstown. Filed Sept. 17.

■ Beeville, Tex.—Trey Broadcast Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 304.40 ft. Address: 1511 West Milam, Beeville, Tex. 78102. Principal is owned by Rudy Trevino, who is anchor and reporter with KRIS-TV Corpus Christi, Tex., and announcer with KCCT(AM) Corpus Christi. has no other broadcast interests. Filed Sept. 18.

New TV's

■ Dothan, Ala.—Broadcast Associates Inc. seeks ch. 60; ERP vis. 1,759 kw; aur. 175 kw; HAAT: 1,756 ft. Address: 2. Principal is owned by Denise McGowan, her husband, Steve, owns WORJ-FM Ozark, Ala. Filed Sept. 18.

■ Jacksonville, Fla.—Jacksonville Educational Television Inc. seeks ch. 59, ERP vis. 2,731 kw; aur. 273 kw; HAAT: 690 ft. Address: 1211 Lee Rd., 32211. Principal is nonprofit corporation headed by Dr. Judy Fiorentino. Filed Sept. 22.

■ Ocala, Fla.—Gospel Horizons Corp. seeks ch. 29; ERP vis. 869 kw; aur. 87 kw; HAAT: 542 ft. Address: 324 West Marino St., Miami Beach, Fla. 33139. Principal is nonprofit corporation headed by Garth R. Thompson. Filed Sept. 22.

■ Ocala, Fla.—Palmetto Broadcasters Associated for Communities Inc. seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 915.12 ft. Address: 1101 South Olive, Ave., West Palm Beach, Fla. 33401. Principal is headed by Claude H. Rhea. It has no other broadcast interests. Filed Sept. 18.

■ Mineola, N.Y.—Wood Co. Broadcasting seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 518.4 kw. Address: 523 South Hill Ave., Tyler, Tex. 75702. Principal is owned by Adelita Carter, who has no other broadcast interests. Filed Sept. 18.

■ Mineola, N.Y.—Steven Sparks seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 273 ft. Address: 1315 South Lyons Ave., Tyler, Tex. 75701. Principal has no other broadcast interests. Filed Sept. 23.

■ Charlotte Amalie, V.I.—Broadcast International Inc. seeks ch. 43; ERP vis. 100; aur. 100 kw; HAAT: 1,555 ft. Address: 111 Massachusetts Ave., Washington 20001. Principal is owned by Catherine M. Thomas, B. Milele Archibald, Judi Moore Smith, Claudia T. Carty and three others. It has no other broadcast interests. Filed Sept. 23.

■ Mayville, Wis.—Lancer Television Co. seeks ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,224.2 ft. Address: 1719A S 44th St., West Milwaukee, Wis. 53214. Principal is owned by Clayton Lance Hannes, who has no other broadcast interests. Filed Sept. 22.

Facilities Changes

Applications

AM's

Tendered

■ WLPO (1220 khz) LaSalle, Ill.—Seeks CP to increase night power to 500 w. App. Sept. 29.

■ KLOH (1050 khz) Pipestone, Minn.—Seeks CP to increase power to 10 kw and make changes in ant. sys. App. Sept. 22.

■ WJKM (1090 khz) Hartsville, Tenn.—Seeks CP to change city of lic. to Lebanon Tenn., and change TL. App. Sept. 29.

Accepted

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks MP to change power to 50 kw, DA-D, 250 w, DA-N; change TL., and make changes in ant. sys. App. Sept. 22.

■ KOFY (1050 khz) San Mateo, Calif.—Seeks CP to increase day power to 50 kw; install DA-2; change TL., and make changes in ant. sys. App. Sept. 24.

Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,538	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ WJBX (1450 khz) Bridgeport, Conn.—Seeks CP to change TL and make changes in ant. sys. App. Sept. 22.

■ WCTT (680 khz) Corbin, Ky.—Seeks CP to change ERP to .77 kw, nonDA-D, 880 w, DA-N and make changes in ant. sys. App. Sept. 22.

■ WONS (1030 khz) Pleasure Ridge Park, Ky.—Seeks MP to change TL. App. Sept. 22.

■ WBGR (860 khz) Baltimore—Seeks MP to augment standard DA pattern. App. Sept. 26.

■ WDGY (1130 khz) Minneapolis—Seeks mod. of lic. to operate transmitter by remote control. By separate app., seeks CP to augment nighttime radiation pattern. Apps. Sept. 26.

■ WOTW (900 khz) Nashua, N.H.—Seeks MP to change TL and make changes in ant. sys. App. Sept. 26.

FM's

Tendered

■ *WPCS (98.3 mhz) Pensacola, Fla.—Seeks CP to change freq. to 89.5 mhz; change HAAT to 1,328.4 ft., and change TL. App. Sept. 24.

■ *KWDM (88.9 mhz) West Des Moines, Iowa—Seeks CP to change ERP to 100 w and change HAAT to 171.87 ft. App. Sept. 25.

Accepted

■ WRIT (92.7 mhz) Stuart, Fla.—Seeks CP to change TL and change HAAT to 328 ft. App. Sept. 24.

■ KFTZ (103.3 mhz) Idaho Falls, Idaho—Seeks mod. of CP to change TL. App. Sept. 24.

■ *WJHK (90.7 mhz) Lawrence, Kan.—Seeks CP to change ERP to 215 w. App. Sept. 22.

■ WMKR-FM (106.5 mhz) Baltimore—Seeks mod. of CP to change TL.; change ERP to 11.2 kw, and change HAAT to 1,043.04 ft. App. Sept. 24.

■ *WHFC (91.1 mhz) Bel Air, Md.—Seeks CP to change TL and change HAAT to 226 ft. App. Sept. 24.

■ WJML-FM (98.9 mhz) Petoskey, Mich.—Seeks CP to change TL and change HAAT to 1,000.07 ft. App. Sept. 24.

■ WPXY-FM (97.9 mhz) Rochester, N.Y.—Seeks CP to install aux. sys. App. Sept. 24.

■ WRQC (92.3 mhz) Cleveland, Heights, Ohio—Seeks CP to change TL; change ERP to 32.4 kw; install DA, and change HAAT to 547.1 ft. App. Sept. 24.

■ WAIV (96.1 mhz) Cape Charles, Va.—Seeks mod. of CP to change TL and change HAAT to 481 ft. App. Sept. 24.

Actions

AM's

■ KROQ (1500 khz) Burbank, Calif.—Dismissed app. to move SL outside city of lic. Action Sept. 15.

■ WPOM (1600 khz) Riviera Beach, Fla.—Returned app. to increase day power to 5 kw; increase night power to 4.8 kw; install DA-2, and change TL. Action Sept. 17.

■ WSJP (1130 khz) Murray, Ky.—Granted app. to increase day power to 2.5 kw, install DA-2, and make changes in ant. sys. Action Sept. 17.

■ WQSN (1470 khz) Kalamazoo, Mich.—Granted app. to add night service with 1 kw; change TL, and make changes in ant. sys. Action Sept. 17.

■ WBIP (1400 khz) Booneville, Miss.—Granted app. to make changes in ant. sys. Action Sept. 16.

■ WAMN (1040 khz) Green Valley, W. Va.—Granted app. to operate transmitter by remote control. Action Sept. 16.

■ WQWM (1050 khz) Kaukauna, Wis.—Granted app. to operate transmitter by remote control. Action Sept. 3.

FM's

■ KADX (92.1 mhz) Castle Rock, Colo.—Granted app. to change ERP to 822 w. Action Sept. 22.

■ KBRQ-FM (105.1 mhz) Denver—Granted app. to change DA pattern and change HAAT to 1,168.9 ft. Action Sept. 18.

■ KLMO-FM (104.3 mhz) Longmont, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 980.72 ft. Action Sept. 12.

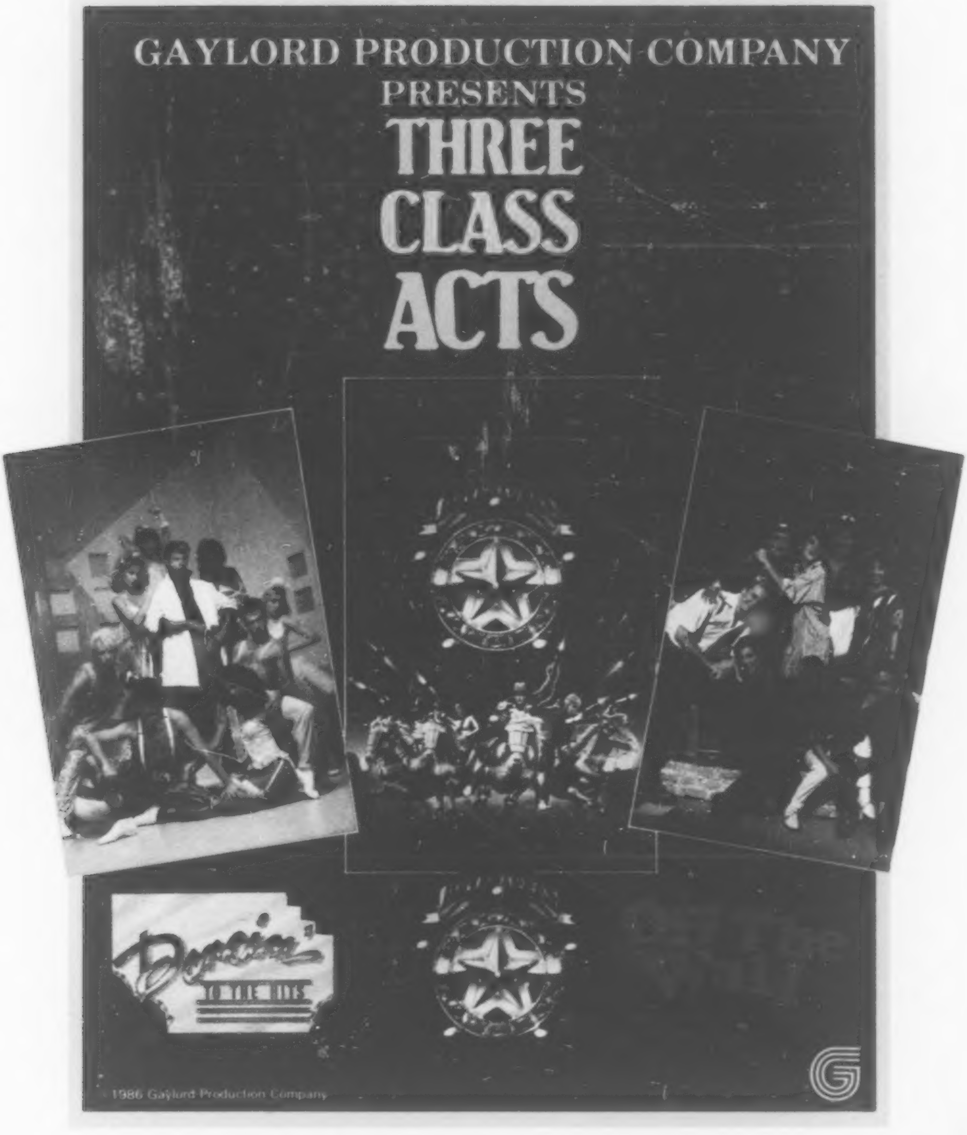
■ WFBQ (94.3 mhz) Indianapolis—Granted app. to change TL; change HAAT to 891.5 ft., and make changes in ant.

10/16/86

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 13



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56th Year 1986

New season ranking:
NBC, CBS, ABC

Vol. 111 No. 15

Broadcasting Oct 13

NBC off and running in prime time
Questions over FMX technology
A conversation with NBC's Robert Wright

LOOKING GOOD ☐ Observers see little to stop NBC from winning the prime time ratings race even though the season is barely three weeks old. **PAGE 39.**

STEPPING DOWN ☐ State Department spokesman Bernard Kalb steps down over disinformation flap. **PAGE 42.**

UP AGAINST THE CLOCK ☐ As Hill races to adjournment, a number of issues affecting the Fifth Estate remain on the table. **PAGE 43.**

SECOND THOUGHTS ☐ Questions are raised over new FMX technology for FM stations. **PAGE 45.**

SMALL GAIN ☐ CBS reports 2% profit increase over last year's third quarter. **PAGE 50.**

WRIGHT ACADEMY ☐ NBC's new president, Robert Wright, expounds on what he sees as the challenges at NBC. **PAGE 52.**

OUT THE DOOR ☐ Neil Derrough and Frank Gardner leave the employ of CBS. Failed experiment in evening news block at KCBS-TV Los Angeles cited. **PAGE 58.**

TECHNICAL TROUBLES ☐ Intelsat and U.S. continue to wrestle with service conditions, technical matters over PanAmSat application. **PAGE 62.**

TAKING OFF ☐ Annual MIPCOM international programing marketplace convention gathering set to begin in Cannes later this week. **PAGE 64.**

TWO IN A ROW ☐ NBC wins second week of the prime time ratings race. **PAGE 64.**

HEARD BUT NOT SEEN ☐ Fox's late-night Joan Rivers show debuts on 99 television stations and one radio affiliate. **PAGE 66.**

BUYING UP ☐ Telstar agrees to buy 22 radio stations from Resort Broadcasters for $71 million. **PAGE 67.**

PAPER MONEY ☐ Junk bond market continues to finance broadcast property acquisitions. **PAGE 68.**

FULL THROTTLE ☐ Society of Broadcast Engineers set to open first national convention this week in St. Louis. **PAGE 71.**

NEWS REVIEW ☐ UPI creates committee to monitor news service for "editorial integrity." **PAGE 74.**

FREE ADVICE ☐ FCC Commissioner Jim Quello calls on broadcast journalism to emphasize truth and responsibility. **PAGE 76.**

TRAC PETITION ☐ Public interest groups appeal fairness doctrine decision. **PAGE 77.**

PAID UP ☐ PBS receives $18.5 million in insurance settlement resulting from 1984 fire at its technical center. **PAGE 78.**

SMULYAN SUCCESS ☐ A keen ear and eye have helped Jeff Smulyan move Emmis Broadcasting into the forefront of radio group operators. **PAGE 103.**

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MIPCOM ready to go despite clouds of terrorism

U.S. distributors say aftermath of Paris bombings should not affect decision to attend second programing festival; they're hoping for increased foreign interest in half-hour sitcoms

According to festival organizers, close to 4,000 international programing executives will assemble at the Palais de Festivals in Cannes, France, this week (Oct. 17-21) for the second annual MIPCOM festival. Given the bombings in Paris in recent weeks, it will be the second international programing bazaar to take place in the shadow of terrorism.

It was just one week before last April's MIP-TV festival in Cannes that the U.S. retaliated against Libya by bombing that country. With few exceptions, however, attendance by distributors and buyers at MIP was not affected, and, according to those attending, was business as usual.

According to festival organizers, attendance at last year's MIPCOM came to about 2,500, with about 100 exhibitors. The latter number should increase this year to 200, including 43 U.S. firms and 40 from the UK.

At the MIP-TV gathering in April, security measures included guards with machine guns both inside and outside the Palais and searches of the exhibit booths for explosives. At MIPCOM, armed guards will be present and trained dogs will be used to search booths for explosives.

Last week, as the American distributors who will attend MIPCOM were preparing to leave for France, several reflected on how concerns over safety at MIP proved to be overblown and hoped that concerns over terrorism would not come between them and a potentially good market, as MIP turned out to be.

"I don't think we can live our lives in fear," said Bert Cohen, senior vice president of international sales at Worldvision. "Remember, people from the Arab world will be there as well. The Palais would not be a very good place to bomb," he said.

"The same attitudes that prevailed in MIP [concerning terrorism] will prevail at MIPCOM," predicted Paul Rich, executive vice president of DeLaurentiis Entertainment Group. "This is an academic concern," said Ken Page, chief executive officer of Gilson International.

Jerry Wexler, president of NBC Enterprises, said that NBC will not have a booth at MIPCOM, but will be represented by the same number of salesman it had at MIP. Terrorism, he said, is not the reason for not having a booth. "We just can't exhibit at all of these festivals," he said.

Whatever effect, if any, the terrorism has on this year's MIPCOM, a more important issue for the the two-year-old festival will be its importance among international programing conventions. "I would think that

NBC goes 2 for 2 in prime time

NBC is batting 1.000 with its win of week two of the prime time season. For the week ended Oct. 3, NBC captured an 18 rating/29 share, with CBS coming in second with a 16.4/26. ABC was third with a 14.6/24. Last year the ratings numbers were: NBC, 18.0/28; CBS, 16.7/26, and ABC, 13.9/22. In evening news, CBS displaced NBC by pulling a 10.9/22—just 0.1 of a rating point ahead of NBC's 10.8/22 and ahead of ABC's 10.4/21. Last year's news numbers were CBS, 12.1/23; ABC, 10.8/21, and NBC, 10.7/21.

The season-to-date averages: NBC first with an 18.2/30, CBS second with a 15.6/25 and ABC third with a 14.8/24.

HUT levels (homes using television) were 62%, or 54.18 million, compared to last year's 6[illegible].6%, or 54.63 million.

NBC had the top five of the top 10 shows for the week, and of those, the top three were the same as last week: *Cosby* took first (34.5/54), *Family Ties* placed second (32.8/51) and *Cheers* was in third place (29.9/45).

ABC and CBS traded back and forth for the next five rankings, with CBS taking sixth with *Murder, She Wrote* (26.4/40), eighth with *Dallas* (24.9/41) and 10th with *60 Minutes* (22.3/37). ABC took seventh and ninth places, with *Moonlighting* (25.2/38) and *Growing Pains* (22.7/34), respectively.

Of the 73 programs listed for week two of the season, NBC had 27, ABC 24 and CBS 22. NBC took nine of the top 20, while CBS and ABC had six each. ABC had the bottom three shows of the week: *The Ellen Burstyn Show* placed 71st with a 8.4/15, *Heart of the City* 72d with a 6.4/11 and *Our World* ranked last with a 6.3/9.

ABC won Monday, Tuesday and Wednesday, while NBC took Thursday and Saturday, and CBS took Friday and Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.5/55
2.	Family Ties	NBC	33.4/51
3.	Cheers	NBC	29.7/45
4.	Murder, She Wrote	CBS	28.2/41
5.	Golden Girls	NBC	27.3/47
6.	Night Court	NBC	26.8/41
7.	Moonlighting	ABC	25.4/38
8.	60 Minutes	CBS	24.8/39
9.	CBS Sunday Movie	CBS	23.8/36
10.	Growing Pains	ABC	22.7/34
11.	Who's the Boss?	ABC	22.5/36
11.	NBC Sunday Night Movie	NBC	22.5/34
13.	Newhart	CBS	21.9/32
14.	Amen	NBC	21.7/38
15.	Dallas	CBS	21.6/34
16.	NFL Monday Night Football	ABC	20.6/34
17.	Kate & Allie	CBS	19.3/30
17.	227	NBC	19.3/34
19.	Designing Women	CBS	18.8/28
20.	Dynasty	ABC	18.7/29
21.	Head of the Class	ABC	18.5/30
22.	Hunter	NBC	18.2/33
23.	Together We Stand	CBS	18.1/27
24.	Miami Vice	NBC	17.4/27
25.	Cagney & Lacey	CBS	17.3/28
26.	Highway to Heaven	NBC	17.3/29
27.	Hotel	ABC	17.1/29
28.	Falcon Crest	CBS	17.0/29
28.	L.A. Law	NBC	17.0/29
30.	Hill Street Blues	NBC	16.9/29
31.	Gimme a Break	NBC	16.7/26
32.	Jack & Mike	ABC	16.5/29
32.	Perfect Strangers	ABC	16.5/28
34.	Matlock	NBC	16.4/25
36.	Valerie	NBC	15.9/23
35.	NBC Monday Night Movies	NBC	15.9/25
37.	You Again?	NBC	15.7/25
38.	CBS Tuesday Movie	CBS	15.4/25
38.	Magnum, P.I.	CBS	15.4/25
38.	Amazing Stories	NBC	15.4/23
41.	Facts of Life	NBC	15.2/28
42.	20/20	ABC	15.1/26
43.	Webster	ABC	14.7/26
43.	Scarecrow & Mrs. King	CBS	14.7/26
43.	Knots Landing	CBS	14.7/22
46.	Our House	NBC	14.6/24
47.	Mr. Belvedere	ABC	14.5/25
47.	Easy Street	NBC	14.5/22
49.	MacGyver	ABC	14.0/22
50.	ALF	NBC	13.8/21
51.	A Team	NBC	13.7/24
52.	St. Elsewhere	NBC	13.3/23
53.	Kay O'Brien, Surgeon	CBS	13.1/23
54.	Disney Sunday Movie	ABC	12.6/20
54.	ABC Sunday Night Movie	ABC	12.6/19
56.	Sledge Hammer!	ABC	12.2/19
57.	1986	NBC	12.0/21
58.	Simon & Simon	CBS	11.8/18
59.	Sidekicks	ABC	11.5/18
60.	The Wizard	CBS	11.2/17
61.	Starman	ABC	10.9/19
61.	Downtown	CBS	10.9/20
63.	Spenser: For Hire	ABC	10.6/19
63.	Crime Story	NBC	10.6/16
65.	The Colbys	ABC	10.5/16
66.	Life with Lucy	ABC	10.2/19
67.	Mike Hammer	CBS	10.1/18
68.	Together We Stand	CBS	10.0/17
69.	Twilight Zone	CBS	9.8/18
70.	Better Days	CBS	9.7/16
71.	Ellen Burstyn Show	ABC	7.9/14
72.	Our World	ABC	6.5/10
72.	Heart of the City	ABC	6.5/11

*indicates premiere episode

Accepted

■ KEZG (92.1 mhz) Green Valley, Ariz.—Seeks CP to change TL; change ERP to 1.83 kw, and change HAAT to 406.72 ft. App. Sept. 30.

■ KKXX (107.9 mhz) Bakersfield, Calif.—Seeks CP to change ERP to 5.75 kw and change HAAT to 1,359.56 ft. App. Sept. 30.

■ KRPQ (104.9 mhz) Rohnert Park, Calif.—Seeks CP to change ERP to 340 w and change HAAT to 915 ft. App. Sept. 30.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Seeks mod. of CP to change ERP to 100 kw. App. Sept. 30.

■ WKCB-FM (107.1 mhz) Hindman, Ky.—Seeks CP to change ERP to 768 w. App. Oct. 1.

■ *WJTM (88.1 mhz) Frederick, Md.—Seeks mod. of CP to change TL; change ERP to 9.2 kw, and change HAAT to 266.34 ft. App. Oct. 3.

■ KNFT-FM (102.9 mhz) Bayard, N.M.—Seeks CP to change freq. to 102.9 mhz; change TL; change ERP to 29.14 kw, and change HAAT to 1,611.14 ft. App. Oct. 6.

■ WZXI (101.9 mhz) Gastonia, N.C.—Seeks CP to change HAAT to 1,164.73 ft. App. Sept. 30.

■ WSEC (103.7 mhz) Williamston, N.C.—Seeks mod. of CP to change TL and change HAAT to 980.72 ft. App. Sept. 30.

■ WLLT (94.9 mhz) Fairfield, Ohio—Seeks CP to change TL; change ERP to 15 kw, and change HAAT to 898.72 ft. App. Oct. 1.

■ *WGTE-FM (91.3 mhz) Toledo, Ohio—Seeks CP to change ERP to 13.5 kw and change HAAT to 948.25 ft. App. Oct. 1.

■ WERI-FM (103.7 mhz) Westerly, R.I.—Seeks CP to install aux. sys. App. Oct. 3.

■ WCKN-FM (101.1 mhz) Anderson, S.C.—Seeks mod. of CP to change DA pattern. App. Oct. 1.

■ KESS (94.1 mhz) Fort Worth—Seeks MP to change overall height above ground to 600.24 ft. App. Oct. 1.

■ WMJR (107.7 mhz) Warrenton, Va.—Seeks CP to change TL; change ERP to 45 kw, and change HAAT to 514.96 ft. App. Oct. 6.

TV's

Accepted

■ WTMV (ch. 32) Lakeland, Fla.—Seeks MP to change ERP to vis. 3,039 kw, aur. 304 kw. App. Oct. 3.

■ WCTV (ch. 6) Thomasville, Ga.—Seeks MP to change HAAT to 2,030 ft. App. Oct. 3.

■ WPWR-TV (ch. 60) Aurora, Ill.—Seeks CP to install new ant.; install new aux. ant. sys., and change HAAT to 1,620.65 ft. App. Oct. 3.

■ WLLA (ch. 54) Kalamazoo, Mich.—Seeks MP to change TL. App. Oct. 3.

■ WWUP-TV (ch. 10) Sault Ste. Marie, Mich.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw. App. Oct. 3.

■ WNEQ-TV (ch. 23) Buffalo, N.Y.—Seeks MP to change ERP to vis. 975 kw and change HAAT to 1,029.92 ft. App. Oct. 3.

■ WFYF (ch. 50) Watertown, N.Y.—Seeks MP to change ERP to vis. 1,112 kw, aur. 111.2 kw; change HAAT to 1,258 ft., and change TL. App. Oct. 3.

■ WECN (ch. 64) Naranjito, P.R.—Seeks CP to change ERP to vis. 1,000 kw, aur. 15.8 kw. App. Oct. 3.

■ KRIS-TV (ch. 6) Corpus Christi, Tex.—Seeks CP to change HAAT to 953.5 ft. and change TL. App. Oct. 3.

■ *KLUJ (ch. 44) Harlingen, Tex.—Seeks MP to change ERP to vis. 1,738 kw, aur. 174 kw and change HAAT to 971 ft. App. Oct. 3.

Actions

AM's

■ KCNO (570 khz) Alturas, Calif.—Dismissed app. to change TL. Action Sept. 23.

■ KBRT (740 khz) Avalon, Calif.—Granted app. to move SL to 3183-E Airway Ave, Costa Mesa, Calif. Action Sept. 19.

■ KPPL (1390 khz) Denver—Granted app. to change TL and make changes in ant. sys. Action Sept. 19.

■ WLOB (1310 khz) Portland, Me.—Granted app. to make changes in DA pattern. Action Sept. 24.

FM's

■ WAQT (94.1 mhz) Carrollton, Ala.—Granted app. to change TL and change HAAT to 990 ft. Action Sept. 30.

■ KZLO (100.7 mhz) Pueblo, Colo.—Granted app. to change TL; change ERP to 63 kw, and change HAAT to 1,206 ft. Action Sept. 26.

■ KSPK (102.3 mhz) Walsenburg, Colo.—Granted app. to change ERP to 2.2 kw. Action Sept. 23.

■ WIOF (104.1 mhz) Waterbury, Conn.—Granted app. to change ERP to 2.754 kw. Action Sept. 25.

■ WAFL (97.7 mhz) Milford, Del.—Granted app. to change HAAT to 328 ft. Action Sept. 30.

■ WEZV (101.7 mhz) Fort Wayne, Ind.—Granted app. to change HAAT to 328 ft. Action Sept. 26.

■ KRIT (96.9 mhz) Clarion, Iowa—Granted app. to change ERP to 100 kw and change HAAT to 567.77 ft. Action Sept. 30.

■ KFMW (107.9 mhz) Waterloo, Iowa—Granted app. to change ERP to 76.54 kw and make changes in ant. sys. Action Sept. 26.

■ KCTT-FM (107.1 mhz) Corbin, Ky.—Granted app. to change freq. to 107.3 mhz; change ERP to 50 kw, and change HAAT to 492 ft. Action Sept. 29.

■ WJSN-FM (97.7 mhz) Jackson, Ky.—Granted app. to change ERP to 638 w. Action Sept. 26.

■ WCKW-FM (92.3 mhz) LaPlace, La.—Granted app. to change TL. Action Sept. 25.

■ KISY (98.3 mhz) Tioga, La.—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 26.

■ WMJX (106.7 mhz) Boston—Granted app. to install aux. sys. Action Sept. 30.

■ *WICN (90.5 mhz) Worcester, Mass.—Granted app. to install aux. sys. Action Sept. 30.

■ *WMUW (88.5 mhz) Columbus, Miss.—Dismissed app. to replace ant. and tower. Action Sept. 19.

■ WBLI (106.1 mhz) Patchogue, N.Y.—Granted app. to change HAAT to 492 ft. Action Sept. 30.

■ WCLV (95.5 mhz) Cleveland—Granted app. to move SL to 26501 Emery Industrial Parkway, Warrensville Heights, Ohio. Action Sept. 29.

■ WEDA-FM (95.1 mhz) Grove City, Pa.—Dismissed app. to change TL; change ERP to 15 kw, and change HAAT to 899.7 ft. Action Sept. 19.

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

September 9, 1986

Morris Communications

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WDHN Television (ABC)

Dothan, Alabama

and

WVGA Television (ABC)

Valdosta, Georgia

from

HI-HO Television, Inc.

The undersigned initiated the above, assisted in the negotiations and acted as broker for the transaction.

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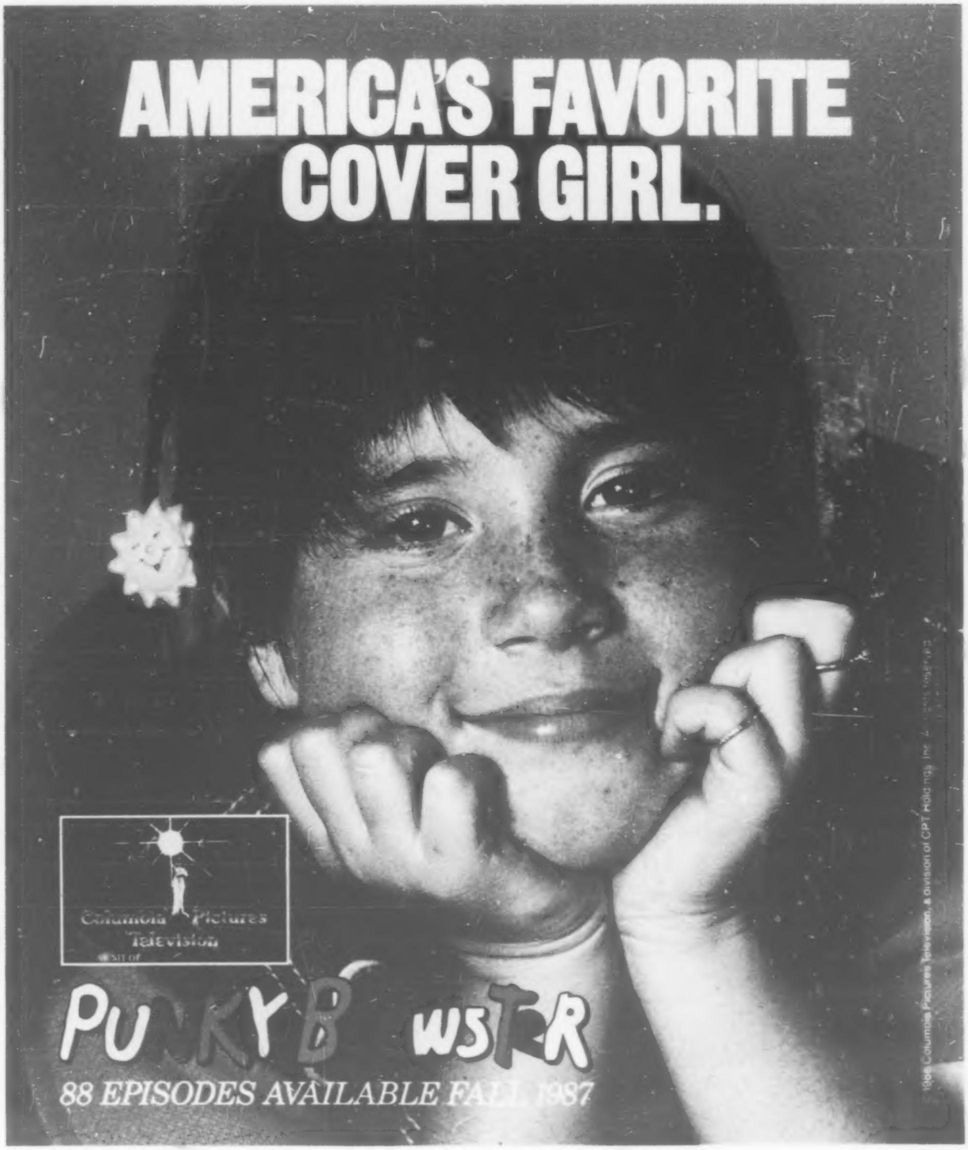

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56th Year 1986

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Vol. 111 No. 16

Broadcasting Oct 20

CBS management moves cleared by FCC
Syndication details on Viacom's Cosby
Austrian, Iselin step down

1987 UPFRONT □ A number of key negotiations early next year will go a long way in determining the financial outlook for the three broadcast networks for 1987. **PAGE 27.**

A OK □ FCC rules that no change in control occurred during CBS management shakeup. **PAGE 28.**

COSBY TERMS □ Viacom announces *Cosby* will be sold in syndication on cash-plus-barter basis. **PAGE 29.**

LIFE EXTENSION □ Comsat announces technique to expand the life of satellites. **PAGE 30.**

ABC FORECAST □ Top ABC executives express calm confidence in face of sobering economic forecast. **PAGE 31.**

STEPPING DOWN □ Neil Austrian resigns his post at Showtime/The Movie Channel. **PAGE 32.**

NUMBER ONE □ Contemporary hit radio stations are first in summer Arbitron reports in New York and Los Angeles. MOR/talk number one in Chicago. **PAGE 38.**

BATTING 1.000 □ NBC wins third consecutive week of the prime time season. **PAGE 38.**

ON TONIGHT □ Cable promotion network with a dash of *Entertainment Tonight* set to debut in February. **PAGE 42.**

MONKEE FROLIC □ Colex Enterprises introduces four new Monkees to star in revival of 60's sitcom. **PAGE 44.**

LUCKY THREE □ D.L. Taffner to create spinoff from a spinoff to be entitled *Three Apartments*. **PAGE 46.**

LAWYER TALK □ Washington panel redebates must carry. **PAGE 52.**

SOUTHERN DIRECTION □ Worldnet unveils service to Latin America and Caribbean. **PAGE 52.**

SUPREME DECISION □ High court rules that government can restrict prisoner access by journalists. **PAGE 54.**

AFTRA AGREEMENT □ American Federation of Television and Radio Artists and three broadcast networks agree to contract covering news employes. **PAGE 56.**

CREDIT WOES □ Increasing number of stations behind on payments to syndicators causing concern to those in Hollywood. **PAGE 60.**

TOP OF THE CHART □ Fifth Estaters figure prominently in *Forbes* list of most wealthy Americans. **PAGE 62.**

PUBLIC RESIGNATION □ John Jay Iselin, president of noncommercial WNET(TV) New York, steps down from his post after 15 years. **PAGE 74.**

FCC'S LAWMAN □ Jack Smith, as FCC's general counsel, has brought a cool hand to the commission's hot seat. **PAGE 95.**

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CHR stations number one in New York and L.A.

Summer Arbitrons rerank radio in country's top three markets

Contemporary hit KIIS-AM-FM has overtaken Talkradio KABC(AM) for the leading 12-plus metro share spot in Los Angeles, according to the new summer Arbitron reports. In past reports, KIIS(AM) and KIIS(FM) were listed separately because Arbitron said the AM outlet did not meet its simulcast requirements prior to the survey periods (BROADCASTING, July 28). (KIIS[AM] switched from nostalgia to contemporary hit in January 1985.) The lastest results reestablish KIIS as the ratings leader in southern California, a position it held for three years prior to the spring 1986 survey.

CHR was also the big story in New York this summer with WHTZ(FM) and WPLJ(FM) tied for first. And MOR/talk WGN(AM) Chicago remained in first, but lost some ground to urban contemporary WGCI-AM-FM, which was also listed as two separate stations in previous Arbitron reports.

That's the top ratings picture for the nation's three largest markets based on the summer survey period, which ran from June 26 through Sept. 17. All Arbitron figures are average quarter hour, Monday through Sunday, 6 a.m. to midnight.

New York

It was WHTZ(FM) (licensed to Newark, N.J.) and WPLJ(FM) topping the rest of the pack in New York, each finishing with 5.5 12-plus metro shares. They were followed by talk WOR(AM) at 5.3, up from 4.5 and fifth place in the spring book; urban contemporary WRKS(FM) with 5.1, and by urban contemporary WBLS(FM) and news WINS(AM), both at 4.9.

In the broad-based adult contemporary category, "soft" rock WNSR(FM) (formerly easy listening under the calls of WRFM before it switched formats in mid-April) has gained

NBC keeps on rolling

NBC is batting a perfect three-for-three with its prime time ratings win for the week ended Oct. 12. It pulled an 18.4 rating/29 share against CBS's 16.8/27 and ABC's 15.7/25. For the season to date, NBC has averaged an 18.3/29—2.3 ratings points ahead of CBS's season average 16.0/26 and 3.2 ahead of ABC's average, 15.1/25. But CBS won the evening news battle with an 11.4/22, just edging out NBC's 11.2/22. ABC's news numbers were 10.3/21. (ABC broadcast the baseball playoff games so *World News Tonight* did not air in its usual time period in some western markets. In fact, Monday night was the only night on which ABC aired regular programing during the week.)

For the same period last year in prime time, CBS came out on top with a 17.7/27, just ahead of NBC's 17.3/27 and 2.1 points ahead of ABC's 15.6/25. Last year's evening news win also went to CBS: It had a 12.8/24, while ABC pulled an 11.2/21 and NBC a 10.5/21.

HUT levels (homes using television) were down this year, standing at 62.6%. Last year's HUT level was 63.8%.

Cosby, *Family Ties* and *Cheers* maintained their new season rankings of first, second and third, respectively. *Murder, She Wrote* held onto fourth for a second week. (It took eighth place during week one with a 24.6/38, when *Dallas* was fourth with a 26.5/44.) *Golden Girls* dropped to sixth with a 24.6/40, getting bumped out of fifth by part two of CBS's *The Last Frontier* (25.0/39). *Night Court* came in next at seventh with a 23.2/34. The *NBC Sunday Night Movie, When the Bough Breaks*, took eighth with a 22.3/36. CBS's *60 Minutes* tied for ninth place in the ratings with 21.1, but *60 Minutes* got a 34 share to *Highway*'s 33.

The six playoff games and *Monday Night Football* weren't enough competition against the two other networks' lineups. For the week, ABC only won Wednesday night, with game one of the National League playoffs (Mets vs. Astros). ABC's Wednesday average was an 18.4/29.3, against NBC's 17.3/27.2 and CBS's 16.4/26.0. *Monday Night Football* (Chargers vs. Seahawks) tied with *Hill Street Blues* for 25th place with a 17.4 rating. Game one of the American League playoffs (Angels vs. Red Sox) on Tuesday, ranked 35th (15.9/25) along with *The Wizard* (15.9/24). Thursday's second National League game ranked 32d (16.2/25), tied with *Kay O'Brien* (16.2/27) and *Easy Street* (16.2/25). Friday's AL game three (15.0/26) tied with *Cagney & Lacey* (15.0/24) for 42d place. Saturday's AL game four placed 48th with a 14.3/26. Sunday's NL game four took 31st place with a 16.7/26.

In the divvying up of days, NBC won Monday, Thursday and Saturday. CBS took Tuesday, Friday and Sunday, leaving ABC with Wednesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	33.9/52
2.	Family Ties	NBC	31.0/46
3.	Cheers	NBC	26.4/38
4.	Murder, She Wrote	CBS	25.2/38
5.	Last Frontier, pt. 2	CBS	25.0/39
6.	Golden Girls	NBC	24.6/40
7.	Night Court	NBC	23.2/34
8.	When the Bough Breaks	NBC	22.3/36
9.	60 Minutes	CBS	21.1/34
10.	Highway to Heaven	NBC	21.1/33
11.	Amen	NBC	20.7/35
12.	A Fight for Jenny	NBC	20.0/31
13.	Matlock	NBC	19.6/30
14.	Dallas	CBS	19.5/32
15.	Hunter	NBC	19.3/35
16.	Magnum, P.I.	CBS	19.0/29
17.	227	NBC	18.9/32
18.	Baseball, NL Champ. Game 1	ABC	18.9/31
19.	Newhart	CBS	18.8/28
20.	My Sister Sam	CBS	18.6/28
21.	Facts of Life	NBC	18.1/32
22.	Miami Vice	NBC	18.0/29
23.	Knots Landing	CBS	17.7/26
24.	Gimme a Break	NBC	17.5/26
25.	NFL Monday Night Football	ABC	17.4/30
26.	Hill Street Blues	NBC	17.4/29
27.	Kate & Allie	CBS	17.3/27
28.	Equalizer	CBS	17.0/28
29.	Designing Women	CBS	16.9/25
30.	Valerie	NBC	16.8/25
31.	Baseball, NL Champ. Game 4	ABC	16.7/26
32.	Kay O'Brien, Surgeon	CBS	16.2/27
33.	Easy Street	NBC	16.2/25
34.	Baseball, NL Champ. Game 2	ABC	16.2/25
35.	Baseball, AL Champ. Game 1	ABC	15.9/25
36.	The Wizard	CBS	15.9/24
37.	Violence: Family Drama	CBS	15.7/25
38.	Our House	NBC	15.7/25
39.	Falcon Crest	CBS	15.2/26
40.	You Again?	NBC	15.1/23
41.	ALF	NBC	15.1/23
42.	Baseball, AL Champ. Game 3	ABC	15.0/26
43.	Cagney & Lacey	CBS	15.0/24
44.	A Team	NBC	14.7/25
45.	L.A. Law	NBC	14.7/25
46.	St. Elsewhere	NBC	14.6/24
47.	Scarecrow & Mrs. King	CBS	14.4/25
48.	Baseball, AL Champ. Game 4	ABC	14.3/26
49.	Baseball, AL pregame 1	ABC	14.1/24
50.	MacGyver	ABC	13.9/22
51.	Baseball, NL pregame 1	ABC	13.5/24
52.	Together We Stand	CBS	13.5/22
53.	Better Days	CBS	12.8/20
54.	Amazing Stories	NBC	12.7/19
55.	Simon & Simon	CBS	12.0/18
56.	Crime Story	NBC	11.5/17
57.	Downtown	CBS	10.8/19
58.	Baseball, AL pregame 3	ABC	10.7/20
59.	Baseball, NL pregame 4	ABC	10.7/18
60.	Baseball, NL pregame 2	ABC	10.2/17
61.	Mike Hammer	CBS	9.9/16
62.	Twilight Zone	CBS	9.5/17
63.	Reagan Summit Special	ABC	9.1/15
64.	1986	NBC	8.8/14

*indicates premiere episode

change TL and change HAAT to 1,142.5 ft. App. Oct. 10.

- KWLF (98.1 mhz) Fairbanks, Alaska—Seeks mod. of CP to change TL; change ERP to 25 kw, and change HAAT to minus 6 ft. App. Oct. 9.

- KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 37.2 kw and change HAAT to 3,015.96 ft. App. Oct. 10.

- KZOU (98.5 mhz) Little Rock, Ark.—Seeks CP to change TL and change HAAT to 1,188 ft. App. Oct. 9.

- WDIZ (100.3 mhz) Orlando, Fla.—Seeks mod. of CP to change HAAT to 1,184.08 ft. App. Oct. 8.

- WGIG-FM (100.7 mhz) Brunswick, Ga.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 981 ft. App. Oct. 9.

- WIXV (95.5 mhz) Savannah, Ga.—Seeks mod. of CP to change TL and change HAAT to 857.06 ft. App. Oct. 8.

- WZAT (102.1 mhz) Savannah, Ga.—Seeks CP to change HAAT to 1,320.86 ft. App. Oct. 8.

- WKJM (95.3 mhz) Monticello, Ind.—Seeks CP to change ERP to 519.55 ft. App. Oct. 9.

- WLVW (105.5 mhz) Salisbury, Md.—Seeks CP to change ERP to 2.1 kw. App. Oct. 9.

- WFNX (101.7 mhz) Lynn, Mass.—Seeks mod. of CP to change ERP to 1.66 kw and change HAAT to 440.83 ft. App. Oct. 10.

- WSNE (93.3 mhz) Taunton, Mass.—Seeks CP to change DA pattern and make changes in ant. sys. App. Oct. 8.

- *WSCD-FM (92.9 mhz) Duluth, Minn.—Seeks mod. of CP to change ERP to 70 kw and change HAAT to 605.49 ft. App. Oct. 8.

- WTGY (94.3 mhz) Charleston, Miss.—Seeks CP to change ERP to 3 kw and change HAAT to 328 ft. App. Oct. 10.

- KFUO (99.1 mhz) Clayton, Mo.—Seeks CP to change TL and change HAAT to 1,025.98 ft. App. Oct. 9.

- KOOZ-FM (106.1 mhz) Great Falls, Mont.—Seeks CP to change TL and change HAAT to 985.64 ft. App. Oct. 9.

- WHOB (106.3 mhz) Nashua, N.H.—Seeks mod. of CP to change ERP to 3 kw and change HAAT to 328 ft. App. Oct. 10.

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*1982 Readership Survey showing 5.2 readers per copy

- KREK (104.9 mhz) Bristow, Okla.—Seeks CP to change ERP to 2.643 kw and change HAAT to 351 ft. App. Oct. 9.

- WEDA-FM (95.1 mhz) Grove City, Pa.—Seeks CP to change TL; change ERP to 15.2 kw, and change HAAT to 899.704 ft. App. Oct. 10.

- WGLU (92.1 mhz) Johnstown, Pa.—Seeks CP to change ERP to 300 w. App. Oct. 10.

- WWDB (96.5 mhz) Philadelphia—Seeks CP to change TL and change HAAT to 865.92 ft. App. Oct. 10.

- WAYZ-FM (101.5 mhz) Waynesboro, Pa.—Seeks mod. of CP to change DA pattern. App. Oct. 8.

- WZLD (96.7 mhz) Cayce, S.C.—Seeks CP to change HAAT to 1.91 kw. App. Oct. 10.

- KALP (92.7 mhz) Alpine, Tex.—Seeks mod. of CP to change HAAT to 273 ft. App. Oct. 10.

TV's

Accepted

- KPST-TV (ch. 66) Vallejo, Calif.—Seeks MP to change HAAT to 1,529 ft. and, by separate app., seeks CP to install aux. ant. Apps. Oct. 7.

- *WCFE-TV (ch. 57) Plattsburgh, N.Y.—Seeks CP to change ERP to vis. 800 kw. App. Oct. 9.

- WBNB-TV (ch. 10) Charlotte Amalie, V.I.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw and change HAAT to 1,869 ft. App. Oct. 7.

Actions

AM's

- WLVJ (640 khz) Royal Palm Beach, Fla.—Returned app. to increase day power to 25 kw. Action Oct. 3.

- KNPA (1340 khz) Nampa, Idaho—Granted app. to change TL and construct new ant. sys. Action Oct. 1.

- WKKD (1580 khz) Aurora, Ill.—Granted app. to add night service with 250 w; install DA-D, and make changes in ant. sys. Action Oct. 3.

- WOBS (1570 khz) New Albany, Ind.—Returned app. to increase day power to 2.5 kw. Action Oct. 3.

- KSCJ (1360 khz) Sioux City, Iowa—Granted app. to operate transmitter by remote control. Action Sept. 17.

- WDGY (1130 khz) Minneapolis—Granted app. to operate transmitter by remote control. Action Sept. 29.

- WSPD (1370 khz) Toledo, Ohio—Granted app. to install aux. ant. sys. Action Oct. 3.

- WGFW (1580 khz) Morovis, P.R.—Returned app. to increase day power to 5 kw. Action Oct. 3.

- KOTA (1380 khz) Rapid City, S.D.—Granted app. to aug-

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
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Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

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56th Year 1986

CBS's Laurence A. Tisch

State of the art: Technology

Broadcasting ▫ Oct 27

"At Large" with CBS's Laurence Tisch
A look back at MIPCOM; a look ahead to SMPTE
"State of the Art" report on technology

IN COMMAND □ Laurence Tisch, acting chief executive officer at CBS, is moving quickly to put his stamp on a leaner company. **PAGE 43.**

LOOKING FOR FAT □ NBC chief Robert Wright explains his request for divisions to undergo exercise in cutting budgets by 5%. **PAGE 44.**

NOV. 4 FATE □ Outcome of midterm elections will determine makeup of key committees affecting Fifth Estate. **PAGE 45.**

TISCH TALKS □ In this "At Large" with BROADCASTING editors, CBS acting chief executive officer, Laurence Tisch, discusses the changes going on at the company and his vision for the future. **PAGE 50.**

TECHNOLOGY STATE OF THE ART □ Equipment manufacturers are taking lead in many areas in providing direction broadcast technology is going. **PAGE 70.** Tentative decision on AM standard could bring hi-fi to medium. **PAGE 80.** Broadcasters continue fight to retain UHF spectrum. **PAGE 89.** ABC and NBC lay groundwork for coverage of 1988 Olympics. **PAGE 90.**

FRANCE IN THE FALL □ Second MIPCOM show in Cannes proves rousing success. **PAGE 94.**

FIRST CASUALTIES □ CBS jettisons *Better Days, Together We Stand* and *Twilight Zone* from its schedule. **PAGE 99.**

COLOR SUIT □ RKO sues Color Systems Technology over colorization of films. **PAGE 101.**

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PLAN OF ATTACK □ Attorney general announces action on pornography commission recommendations. **PAGE 104.**

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OFFER ACCEPTED □ Viacom board approves revised buyout offer by management. **PAGE 105.**

SMPTE SHOW □ Society of Motion Picture and Television Engineers opens technical conference this week in New York. **PAGE 107.**

BOARD APPROVAL □ Senate approves nominations of Kenneth Towery and Daniel Brenner to seats on Corporation for Public Broadcasting board while Sonia Landau's nomination is held up. **PAGE 114.**

EAST BOUND □ A bigger Atlantic Cable Show set to open this week in Atlantic City. **PAGE 121.**

MAKING THINGS RUN RIGHT □ NBC's president, operations and technical services, Mike Sherlock, has helped turn that network's plant, one of the oldest, into one of the most innovative. **PAGE 143.**

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DEM Organization's scheme of things, by MIPCOM. But he predicted that "in three or four years, many U.S. companies will have a larger presence at MIPCOM than at MIP-TV."

Certainly some exhibitors are beginning to express doubts about appearing at both MIP's. Ken Page, chief executive officer of Gilson International, which distributes MTM product, said that next year may be his last MIP-TV. Indeed, he seems to be one of those who seduced by the Cannes environment. At one point, he said in an interview near his booth, "The only reason to come is business. And business has been excellent." MIP-TV, he added, is "not as good as MIPCOM." Indeed, he said MIP-TV's value is hurt by its following another market, the Monte Carlo festival, by two months. And "the timing of MIPCOM is terrific." But then he said: "It's good to be here for wining and dining without making deals. People come to MIP-TV to reinforce contacts—for fun and friends." □

College Satellite Network is off and running

College-oriented news and concert programing network launches premiere broadcast with live London concert

The College Satellite Network—a public affairs and entertainment program service for colleges with C-band satellite receive capability—was officially launched two weeks ago with a four-hour broadcast that included two *Nightline*-type discussions on U.S. foreign policy and a live concert from London.

According to CSN President Jack Calmes, the premiere broadcast was troubled by a couple of technical gliches. The musical portion of the broadcast, which featured several popular British groups, was preceded by a press conference with reporters at various club sites patched together by phone line via Westar V. The entertainment portion of the event was fed over Westar IV, however, and there was some trouble getting the club sites switched over to the right satellite. The concert was fed to receive points by Bright Star Communications in London. There was also a "phase-cancelled sound" problem for about the first 30 minutes of the first band's performance, said Calmes. He said the people at Bright Star were apparently unaware of the problem for so long because they did not have a monitor loop from the originating point back to the uplink facility. "I was crazed," said Calmes, noting that the audio during the troubled segment made the band sound like they were playing into a "microphone in a toilet." Once that problem was reversed, however, things went smoothly, he said.

For its first season, the 1986-87 school year, CSN is planning of five broadcasts, with the remaining four to follow in November, February, March and April. Each four-hour broadcast will have a public affairs segment, followed by a concert, roughly equal in duration. For example, the public affairs segment of the Oct. 15 broadcast featured two discussions on different aspects of U.S. foreign policy—Latin America and South Africa. Panelists included Elliot Abrams, assistant secretary of state for inter-American affairs, Senator Paul Sarbanes (D-Md.) and Representative Michael Barnes (D-Md.). Also on the panel were anti-apartheid activist Randall Robinson, actor Mike Farrell and musician Jackson Browne. The congressman spoke from Washington, while Farrell was patched in from California and Browne from Milan, Italy. The feed went out to 293 colleges throughout the country, said Calmes. And the feed was set up so that students could phone in to question or comment on the statements of the panelists. WETA Communications, a subsidiary of the Washington-based public television station, is supplying CSN's domestic feed.

The concert that followed featured Big Country, Simple Minds, Simply Red and Spandau Ballet. Calmes said that the two events are marketed "separately" and attracted different campus audiences. He estimated that a minimum of 80,000 to 90,000 students watched the broadcast nationwide.

This year colleges participating in CSN will receive all programs free, said Calmes. Next year, however, schools will be charged for the "basic" program service, and there

Four in a row for NBC

Week four of the prime time season, like the three before it, belongs to NBC. The network handily beat out ABC and CBS with a 19.6 rating/31 share. CBS came in second with a 16.7/26, while ABC held third place with a 14.6/23. In evening news, CBS and NBC tied for first place with a 10.6/20. ABC had a 10.4/21, but its figures are for four days only. (On Wednesday, ***World News Tonight*** was pre-empted by the National League playoff game, which ran into extra innings. On Tuesday, the news program didn't run in some western markets, again due to the playoffs.)

Last year's stats for prime time were: NBC 19.4/30, CBS 16.6/26 and ABC 16.3/25. Last year's news numbers were: CBS 12.7/24, NBC 10.4/21 and ABC 10.3/19. HUT levels (homes using television) were 63.5% compared with last year's 64.0%.

For the season to date, NBC has an 18.6/30, CBS a 16.2/26 and ABC a 15.0/24.

ABC had no shows in the top 10 for week four, while NBC had six and CBS four. NBC's ***Cosby, Family Ties*** and ***Cheers*** again remain the top three rated programs. The second World Series game tied with ***Night Court*** for fourth place. This pushed ***Murder, She Wrote*** down to sixth place. The first World Series game came in at seventh. ***60 Minutes*** and ***Dallas*** tied for eighth place, while ***Newhart*** closed out the top 10.

The American League games seven and six ranked 11th and 12th, respectively. This gave ABC its two wins (Tuesday and Wednesday). NBC won Thursday, Saturday and Sunday. CBS took Monday and Friday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.7/57
2.	Family Ties	NBC	34.9/52
3.	Cheers	NBC	29.8/44
4.	World Series, Game 2	NBC	25.5/41
5.	Night Court	NBC	25.5/39
6.	Murder She Wrote	CBS	24.3/35
7.	World Series, Game 1	NBC	24.2/42
8.	60 Minutes	CBS	22.1/36
9.	Dallas	CBS	22.1/36
10.	Newhart	CBS	21.5/31
11.	Baseball, AL Champ. Game 7	NBC	21.3/33
12.	Baseball, AL Champ. Game 6	ABC	21.0/34
13.	CBS Sunday Movie	CBS	20.0/30
14.	Country Music Awards	CBS	19.2/28
15.	NBC Monday Night Movies	NBC	19.1/30
16.	Highway to Heaven	NBC	18.9/29
17.	Kate & Allie	CBS	18.7/28
18.	World Series, pregame 2	NBC	18.6/29
19.	Baseball, AL pregame 7	ABC	18.3/31
20.	Matlock	NBC	18.1/27
21.	Hill Street Blues	NBC	18.0/31
22.	Magnum P.I.	CBS	17.6/26
23.	Falcon Crest	CBS	17.5/31
24.	Equalizer	CBS	17.5/28
25.	Gimme a Break	NBC	17.2/25
26.	Miami Vice	NBC	17.1/28
27.	NFL Monday Night Football	ABC	16.7/28
28.	Knots Landing	CBS	16.7/25
29.	CBS Tuesday Movie	CBS	16.5/26
30.	World Series, pregame 1	NBC	16.4/31
31.	You Again?	NBC	16.0/24
32.	Baseball, AL pregame 6	ABC	15.4/26
33.	20/20	ABC	15.2/26
34.	St. Elsewhere	NBC	15.0/24
35.	Webster	ABC	14.9/26
36.	L.A. Law	NBC	14.8/26
37.	Wizard	CBS	14.7/22
38.	Mr. Belvedere	ABC	14.4/24
39.	ALF	NBC	14.4/21
40.	Crime Story	NBC	14.3/21
41.	Scarecrow & Mrs. King	CBS	13.8/24
42.	Amazing Stories	NBC	13.6/20
43.	Simon & Simon	CBS	13.0/20
44.	Together We Stand	CBS	13.0/20
45.	Spenser: For Hire	ABC	12.7/22
46.	Kay O'Brien, Surgeon	CBS	12.7/22
47.	Better Days	CBS	12.6/19
48.	ABC Sunday Night Movie	ABC	12.4/18
49.	A Team	NBC	12.4/21
50.	Mike Hammer	CBS	12.3/21
51.	ABC News Special	ABC	12.2/19
52.	1986	NBC	11.9/20
53.	Life With Lucy	ABC	11.5/20
54.	Downtown	CBS	10.8/19
55.	Our House	NBC	10.8/18
56.	Disney Sunday Movie	ABC	10.7/16
57.	Sledge Hammer	CBS	10.0/16
58.	Starman	ABC	9.9/17
59.	Ellen Burstyn Show	ABC	9.5/16
60.	Twilight Zone	CBS	9.5/17
61.	Colbys	ABC	9.2/14
62.	Sidekicks	ABC	8.9/14
63.	Heart of the City	ABC	8.9/15
64.	Our World	ABC	6.3/10

*indicates premiere episode

Seeks assignment of license from Farwill Communications Inc. to WCHE Inc. for $250,000. Seller is principally owned by Frank A. Robino, president. It has no other broadcast interests. Buyer is owned by Horace Gross, who also owns WCTR(AM) Chestertown, Md. Filed Oct. 10.

■ WRAK(AM)-WKSB(FM) Williamsport, Pa. (AM: 1400 khz; 1 kw-U; FM: 102.7 mhz; 53 kw; HAAT: 1,270 ft.)—Seeks assignment of license from Stainless Broadcasting Co. to Pennsylvania Broadcasting Associates for $1.2 million. Seller is owned by Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and KTVZ(TV) Bend, Ore. Buyer is owned by J. Albert Dance, who also owns WKBO(AM) Harrisburg, Pa. Filed Oct. 14.

■ KWYR-AM-FM Winner, S.D. (AM: 1260 khz; 5 kw-D; FM: 93.7 mhz; 100 kw; HAAT: 560 ft.)—Seeks transfer of control of Midwest Radio Corp. from Mary Clark to Steve Clark for $487,366.50. Seller is mother of buyer. Neither has other broadcast interests. Filed Sept. 29.

■ WAXO(AM) Lewisburg, Tenn. (1220 khz; 1 kw-D)—Seeks assignment of license from 1220 Radio Corp. to Marshall County Radio Corp. for $200,000. Seller is owned by G.W. West, who has no other broadcast interests. Buyer is owned by Bob Sonart, sales manager of station. Filed Oct. 15.

■ KTXS-TV Sweetwater, (Abilene) Tex. (ch. 12; ABC; ERP vis. 257 kw; aur. 25.7 kw; HAAT: 1,400 ft.)—Seeks assignment of license from SWMM Abilene Corp. to Lamco Communications Inc. for $11,740,000. Seller is Houston-based group of three TV's owned by Billy Goldberg and Lester Kamin. Buyer is closely held Williamsport, Pa.-based station group of one AM, one FM and two TV's headed by Andrew W. Stabler, chairman. It is former publisher of *Grit* magazine. Filed Oct. 10.

■ KTAB(TV) Abilene, Tex. (ch. 32; CBS; ERP vis. 2,051.3 kw; aur. 610.7 kw; HAAT: 909.5 ft.)—Seeks assignment of license from International Broadcasting Corp. to Shamrock Broadcasting Co. for $15,750,000. Seller is owned by Thomas K. Scallen, president. It has no other broadcast interests. Buyer is Burbank, Calif.-based group of three AM's, six FM's and five TV's owned by Roy E. Disney and family. Filed Oct. 14.

■ KLZK(FM) Farwell, Tex. (98.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from KLZK Partnership to Dominion Communications Inc. for $25,000. Seller is owned by Charles Wolfe, Larry Millhouse and his wife, Delarie, and Neva Kuhn. It has no other broadcast interests. Buyer is owned by ALton L. Finley and Robert L. Carnes. Finley owns WMRB(AM) Greenville and WGCQ(AM) Parris Island, both South Carolina. Filed Oct. 2.

■ KENU(AM) Enumclaw, Wash. (1330 khz; 500 w-D)—Seeks assignment of license from Robert J. Reverman to Starr Broadcasting Corp. for $159,000. Seller has no other broadcast interests. Buyer is owned by Gary R. Holzschuh, who has no other broadcast interests. Filed Oct. 6.

■ KTAG(AM) Cody and KTRS(FM) Casper, both Wyoming, KIIX(AM)-KTCL(FM) Fort Collins, and KRAI-AM-FM Craig, both Colorado (KTAG: 97.9 mhz; 100 kw; HAAT: 1,901 ft.; KTRS: 95.5 mhz; 100 kw; HAAT: 1,920 ft.; KIIX: 600 khz; 5 kw-D; 500 w-N; KTCL: 93.3 mhz; 100 kw; HAAT: 1,275 ft.; KRAI: 550 khz; 5 kw-D; 500 w-N; KRAI-FM: 93.7 mhz; 100 kw; HAAT: 980 ft.)—Seek assignment of license from Wyomedia Associates Inc., W.R.E.N. Broadcasting Co. and Northwestern Colorado Broadcasting Co., respectively, to U.S. Media Group for $4,840,000, comprising $1,540,000 for KTRS(AM)-KTAG(FM), $2.7 million for KIIX(AM)-KTCL(FM) and $600,000 for KRAI-AM-FM. Seller is principally owned by Alf Landon and family. It also owns KEDD(AM) Dodge City and KSCB(AM) Liberal, both Kansas. Buyer is owned by Michael R. Kassner and Joseph D. Tydings. It also owns WKAB-TV Montgomery, Ala., and WTXL-TV Tallahassee, Fla. Tydings is former senator (D-Md.) Filed Oct. 10.

New Stations

■ *Ocala, Fla.—Cultural Arts TV Associates Inc. seeks ch. 29; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,959 ft. Address: 630 U.S. Hwy. 1, Suite 403, N. Palm Beach, Fla. 33408. Principal is nonprofit corporation headed by Renee Lansat, president. It has no other broadcast interests. Filed Oct. 20.

■ Victoria, Tex.—Victoria Broadcasting seeks ch. 31; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 496.6 ft. Address: 523 South Hill Ave., Tyler, Tex. 75702. Principal is owned by Adelita Carter, who has no other broadcast interests. Filed Oct. 14.

Facilities Changes

Applications

AM's

Tendered

■ WRMG (1430 khz) Red Bay, Ala.—Seeks CP to change power to 3 kw. App. Oct. 14.

■ KUUY (870 khz) Cheyenne, Wyo.—Seeks CP to change city of lic. to Orchard Valley, Wyo.; change freq. to 650 khz; change day power to 8.5 kw, and change night power to 750 w. App. Oct. 14.

Accepted

■ WYFX (1040 khz) Boynton Beach, Fla.—Seeks MP to change daytime DA pattern. App. Oct. 15.

■ KPEL (1420 khz) Lafayette, La.—Seeks MP to reduce night power to 750 w and make changes in ant. sys. App. Oct. 15.

■ KSKY (660 khz) Dallas—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 14.

■ KPXE (1050 khz) Liberty, Tex.—Seeks CP to change TL and make changes in ant. sys. App. Oct. 14.

FM's

Tendered

■ *KVSC (88.1 mhz) St. Cloud, Minn.—Seeks CP to change TL; change ERP to 6.49 kw; change HAAT to 256.5 ft., and make changes in ant. sys. App. Oct. 14.

■ KLMT (96.7 mhz) Marlin, Tex.—Seeks CP to change community of lic. to Riesel, Tex.; change TL, and make changes in ant. sys. App. Oct. 20.

Accepted

■ WWDC-FM (101.1 mhz) Washington—Seeks mod. of CP to change ERP to 35.5 kw and change HAAT to 577.28 ft. App. Oct. 20.

■ WOCL (105.9 mhz) Deland, Fla.—Seeks CP to install aux. sys. App. Oct. 16.

■ WEAG (93.1 mhz) Indianapolis—Seeks CP to install aux. sys. App. Oct. 16.

■ KIDS (98.3 mhz) Palmyra, Md.—Seeks mod. of lic. to move main SL outside community of lic. App. Oct. 16.

■ WYYY (94.5 mhz) Syracuse, N.Y.—Seeks CP to install aux. sys. App. Oct. 16.

■ KJYO (102.7 mhz) Oklahoma City—Seeks CP to install aux. sys. App. Oct. 17.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks CP to change TL and change HAAT to 695.36 ft. App. Oct. 15.

TV's

Accepted

■ *WFWA (ch. 39) Fort Wayne, Ind.—Seeks MP to change ERP to vis. 690 kw. App. Oct. 17.

■ WFAT-TV (ch. 19) Johnstown, Pa.—Seeks CP to change TL and change HAAT to 1,380.88 ft. App. Oct. 17.

■ WZZW (ch. 60) Roanoke, Va.—Seeks MP to change ERP to vis. 2,056 kw, aur. 206 kw; change HAAT to 1,537.4 ft., and change TL. App. Oct. 17.

Actions

AM's

■ WEIS (990 khz) Centre, Ala.—Granted app. to increase power to 1 kw. Action Oct. 9.

■ WGAB (1550 khz) Bloomfield, Conn.—Granted app. to operate transmitter by remote control. Action Oct. 2.

■ KDFT (540 khz) Ferris, Tex.—Returned app. to increase power to 1 kw. Action Oct. 10.

FM's

■ KHLS (96.3 mhz) Blytheville, Ark.—Granted app. to change ERP to 100 kw and change HAAT to 350.96 ft. Action Oct. 8.

■ WJYO (107.7 mhz) Mount Dora, Fla.—Granted app. to install aux. sys. Action Oct. 10.

■ WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Granted app. to change ERP to 48 kw and change HAAT to 510 ft. Action Oct. 10.

■ *WCTS-FM (100.3 mhz) Minneapolis—Granted app. to change ERP to 92. kw; change HAAT to 1,089.29 ft., and change TL. Action Oct. 15.

■ KZBC (102.3 mhz) Kearney, Neb.—Returned app. to change TL. Action Aug. 5.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to move SL to Horse Hill Road, Cedar Knolls, N.J. Action Oct. 10.

■ KCKN (97.1 mhz) Roswell, N.M.—Dismissed app. to change HAAT to 1,000 ft. Action Oct. 9.

■ WTOO-FM (98.3 mhz) Bellefontaine, Ohio—Returned app. to change TL; change ERP to 1.41 kw, and change HAAT to 466 ft. Action Sept. 12.

■ KAFM (97.5 mhz) Durant, Okla.—Granted app. to change TL; change ERP to 45 kw, and change HAAT to 513.8 ft. Action Oct. 15.

■ KQFM-FM (99.3 mhz) Hermiston, Ore.—Dismissed app. to change HAAT to 300 ft. Action Oct. 9.

■ WCNA (98.3 mhz) Clearwater, S.C.—Granted app. to change TL; change ERP to 1.4 kw; change HAAT to 483.8 ft., and make changes in ant. sys. Action Oct. 10.

■ WMXQ (105.5 mhz) Moncks Corner, S.C.—Granted app. to change TL; change ERP to 2.04 kw, and change HAAT to 383.76 ft. Action Oct. 10.

TV's

■ *WUCX-TV (ch. 35) Bad Axe, Mich.—Granted app. to change ERP to vis. 85.9 kw. Action Oct. 9.

■ *KCPT (ch. 19) Kansas City, Mo.—Granted app. to change ERP to vis. 1,137.6 kw. Action Sept. 30.

In Contest

Review board made following decision

■ Green Valley, Ariz. (Alden Communications Corp. and Sungilt Corp.) TV proceeding. Scheduled oral argument for Oct. 31 on exceptions to initial decision of ALJ John H. Conlin granting app. of Sungilt Corp. for new TV station at Green Valley, and denying competing app. of Alden Communications Corp. Each party has 20 minutes for argument. Alden may reserve part of its time for rebuttal. By letter, Oct. 3.

ALJ Thomas B. Fitzpatrick made following decision

■ Syracuse, N.Y. (Microband Corp. of America, et al) MDS

Summary of broadcasting
as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	246	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses